



TWEET
TWEET

MARCH
1950

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Presto! A New Idea and a Welcome One!

**Our Employees' Charitable Fund Announces a Plan to Consolidate
All Charitable, Welfare and Other Campaigns into**

ONE APPEAL FOR ALL!

"We must do this more often. . . ." A repeat performance is a pleasant prospect when it comes to an enjoyable evening with the new neighbours, a long drive down the fairway, or lunch with an old friend.

But repeated canvasses of our staff for welfare, charitable and other appeals throughout the year are an arduous and unnecessary chore.

Eatonians are a public-spirited body. The generous and whole-hearted support always given by our staff to worthy causes needs no emphasis. But many of us have felt that these continual canvasses were duplication of effort, and that a more convenient way of making our contributions could be found. Presto! It *has* been found!

HERE IS THE PLAN

Under the leadership of the Employees' Charitable Fund Committee, an improved system is now being devised that will make unnecessary the need for all the work involved in canvassing Eatonians several times yearly. This new plan will make it easier for you to contribute. It will also do away with the inconvenience to you of many individual campaigns.

**Conducted by the Employees' Charitable Fund Committee,
there will be only ONE appeal made to the Staff for the various charities and other campaigns to which we have contributed, such as Red Cross, Salvation Army, Navy League, St. John's Ambulance, etc.**

To achieve this, it is felt that each member of our organization would prefer to pledge a weekly amount. This would then be deducted from his or her pay each week and would cover the members' entire contributions to all these appeals.

Each contributor is, of course, free to make his or her own decision, but as a guide, departments will be given a suggested schedule of contributions, based on pay brackets.

Disbursement of the collections from the staff will be the entire responsibility of the Employees' Charitable Fund Committee, who will decide which appeals should be contributed to through the Fund, and the amount.

* * * *

With the sole exception of the Community Chest for 1950, NO OTHER APPEALS WILL BE MADE TO THE STAFF. The separate contribution to the Community Chest is made necessary this year because we have lost three months' contribution to the proposed increased fund in 1950.

We believe that this is an intelligent and equitable method of contributing to the campaigns outlined above and that every staff member will wish to contribute to the Employees' Charitable Fund.

You will be called on shortly by a representative in your department. Please give the matter your earnest consideration . . . decide what you wish to do . . . then sign your Payroll Deduction Card. On every hand we've heard that Eatonians will welcome this innovation—so, let us have one hundred percent co-operation!

Thank you, Eatonians!

CONTACTS

MARCH, 1950



WE DANCE INTO SPRING!

Did you ever climb away up to the top of the lofty balcony in the civic auditorium on Eaton night and gaze down upon the great crowd of dancing couples gliding over the spacious floor below?

Brother, what a fascinating sight! Some three thousand members of the "family" swinging and swaying to the clipped, polished tunes of Charlie Cruickshank's upper-bracket band! Eaton girls (and you'll find none lovelier anywhere!) in pretty dance dresses of varied hues; Eaton stalwarts looking handsome—and possessive—clean shaven, well groomed, some with complete "new scenery" for the occasion; Mom and Pop (perhaps creaking at the joints a bit) dancing with a gay abandon that rolls back the years. Then comes intermission with specialty numbers, and, finally, the big Quiz Contest that all have been waiting for, with prizes whose value totals over \$700.00.

Traditionally, March 21 ushers in spring, but in rugged Manitoba it's just as apt to toss us a stinging blizzard. To thousands of Eatonians the annual Spring Dance at the Civic Auditorium ushers in the vernal season.

Sponsored by the Assistants' Association, this year's dance will be on Wednesday, April 12. Tickets go on Sale March 15—so start getting up your parties now, folks—it's going to be a big, big night!

No Man Really Happy Without a Hobby!

"No man is really happy or safe without a hobby—and it makes precious little difference what the outside interest may be—beetles or butterflies or antiquities. Anything will do so long as he straddles a hobby and rides it hard."—Sir William Osler.

There's nothing like activity and an absorbing interest to keep all of us feeling fit, refreshed and happy. According to the experts, if you haven't a hobby, you should start now developing some long-neglected talent or interest.

TO ALL HOBBYISTS!

The Hobby Show for Eaton Employees will be held again in June, and we are extending a special invitation to retired members of our staff to also participate in it.

If you have had a hobby in the past, your extra hours of leisure now may be all that are needed to produce a masterpiece—to round out a collection—to find satisfaction that lies in making something with your own hands that is unique—lovely—priceless.

If you have no hobby remember to come and see for yourself the beautiful exhibition of paintings, etchings, needlework, woodwork, leatherwork, shellwork, and countless other items too numerous to mention.

Come not only to see the exhibits, but to meet your fellow employees who will be there to welcome you. Exact date of the Hobby Show will be announced later.

—Hobby Show Committee, The Eaton Assistants' Association

P.S.—An entry card has been mailed to all retired Eatonians. More are available on request.

DIRECTORS RETIRE AFTER LONG

Here at Winnipeg we join with Eatonians everywhere in paying tribute to Mr. John Livingstone and Mr. Ivor Lewis, directors of the Company, whose retirements were announced in Toronto on February 21 at the annual meeting of the Company.

The successful business career, 'tis said, is built up of innumerable small acts and decisions. But added to these must be an extra measure of knowledge, judgment and courage.



MR. J. A. LIVINGSTONE

to go to inquire about a job. That was on Friday. On Monday, January 23, 1905, J. A. Livingstone became an employee of The T. Eaton Co.—department: umbrellas—salary: \$8.00 a week. John Livingstone never forgot that Monday, noted and was pleased that his last big anniversary (45th) with the Company, fell on a Monday, too.

Shortly after his 45 years with The T. Eaton Co., on February 21 of this year, J. A. Livingstone, director and Company treasurer, retired.

The retirement probably comes as a surprise to many who know him because J. A. Livingstone doesn't look—or feel—his sixty-odd years. When you meet him you are conscious first of his genial smile, his twinkling Irish blue eyes, his fresh complexion. The fact that he is rotund for his height (185 pounds to 5 feet 6 $\frac{3}{4}$ inches) seems to signify good nature rather than advancing years. He looks what he is, a man in perfect health—he has never been in a hospital in his life—looking forward to more leisure for golf, gardening, fishing and getting to know his three small grandchildren. He plans, too, to have more time for reading along the lines that interest him—finance, which has been his lifetime study; international affairs, which worry him; and racy fiction, which relaxes him. He also intends to see more of his friends of whom he has many and who are planning to revive the good old days with more expeditions for fishing and golf.

John Livingstone, like so many Eatonians, came to this country from Ireland. He was born in Larne, County Antrim, moved from there, at an early age, to Londonderry. His first plan was to become a pharmacist but, after serving two years of a five-year apprenticeship, he figured there might be greater opportunities in a new country, came out to Canada to a cousin in Charlottetown. Since arriving in Toronto in 1905, J. A. Livingstone has belonged here, has never left Toronto except for an occasional holiday, and the occasional cross-continent trips he has made for the Company.

John Livingstone didn't sell umbrellas for long. He went to night school and studied accountancy, had his first office job on the ledgers of the general office. After six years he moved up to the private office (now known as the executive offices) where he became assistant secretary of The T. Eaton Co. In 1922 he took on, as a side line, The T. Eaton Life Assurance Co., which has always been one of his first interests. Later he helped to formulate the Eaton Retirement Annuity Plan which was right in line with something he'd long believed in—employees' welfare by means of contributory schemes.

(Continued on Page Four)

... AND DISTINGUISHED CAREERS

Mr. Livingstone and Mr. Lewis served the Company in widely different spheres of activity. But basically, the success story of each is the same. Progressive-minded men, they sought absolute mastery of the ever-changing details in the running of a great store . . . the perfect performance of every task. Step by step each rose from the ranks to high administrative positions and on to directorships. We salute them on their achievements and wish them good health and happiness in their richly earned years of leisure.

MR. IVOR LEWIS

When Ivor Lewis retired from The T. Eaton Co. on February 21, there disappeared from the field of big business one of its outstanding phenomena—a man who couples a talent for business with an equally impressive talent for and appreciation of the arts. Wherever he has occasion to be, whether it's in the board room of the big store, or in Toronto's selective Arts and Letters Club, Ivor Lewis has always been a distinguished figure.

In appearance he is a mild, scholarly man with no very remarkable features. He has grey hair, blue-grey eyes, usually wears a grey suit. His height is average, about 5 feet 8 inches. His weight, as is customary with a man in his sixties, is rather more than average. Most of these characteristics are neither noticeable nor memorable. What one does observe about Ivor Lewis is his high, broad forehead and his rather long, large nose—physical features which have long been considered signs of intellect and character and which, in Ivor Lewis's case, actually are.

Unlike so many directors of big business—he was director, staff superintendent and publicity supervisor of The T. Eaton Co.—Ivor Lewis is not the traditional hard-headed, hard-hitting type. His success story is an unusual one. He started out to be an artist, graduated from the Ontario College of Art, set himself up as a free lance. In this capacity young Ivor Lewis did some work for The T. Eaton Co. Apparently he made a good impression for he joined the staff in 1911 in the store's fine arts gallery.

Later he became art director in the newly organized city advertising department, moved up from there to be manager of the whole department. In this position he was a pioneer in the attractive and elaborate form of art work one sees in retail advertising today. Here, too, he showed his ability for handling staff. He is remembered in the city ad as a man who never let anyone down, and they tell a story about an ad that one of his superiors disliked. "You'll have to fire whoever wrote that," came the order. "Then you'll have to fire me," was Ivor Lewis's reply.

In 1929, Ivor Lewis left the advertising department which mourned the loss of his ability, his integrity and perhaps most of all, his sense of humour, and became head of the employment and personnel departments. Some years later he was made a director, took on the duties of staff superintendent and publicity supervisor. His steady rise may be accounted for, partly, by a clear-sighted business sense which he has always been urbane enough to conceal, partly by his sympathy and understanding of the individual and his personal problems. This last made him invaluable in helping maintain a cordial relationship between management and staff.

All this time he was known outside the store . . . and appreciated in it . . . for his success in various other fields. In art circles he was regarded as "a good academic painter and a first-rate portrait artist," and among his sitters was the wife of novelist Arnold Bennett. He had a talent for sculpture, too, modelled the figure of a soldier to commemorate the gallantry of the Canadians in the First Great War. Later did the massive bronze statue of Timothy Eaton which is known to probably every Torontonian (and Winnipegger) as both historical landmark and popular rendezvous.

Those achievements were the natural outcome of his early talents and training, but Ivor Lewis's great success with the public was as an actor. To the amateur stage, and to the radio, he brought a rich and flexible baritone voice, an acting style which has a breadth and boldness that could have held its own on the professional stage. In recognition of this, he received, in 1936, the Lady Tweedsmuir award as the best actor in the Drama Festival.

(Continued on Page Five)



MR. IVOR LEWIS

APPOINTED

The warmest congratulations from a host of admiring friends in Winnipeg are extended to Mr. J. Ross Jenkins, a former Winnipegger, and to Mr. H. P. Parkes, upon their appointment to the Directorate of our Company; as well as to Mr.



MR. J. ROSS JENKINS



MR. H. P. PARKES

MR. J. ROSS JENKINS

Mr. J. Ross Jenkins, vice-president and general manager of The T. Eaton Company British Columbia, has been appointed a director of The T. Eaton Company of Canada, the president, Mr. John D. Eaton, announces.

Mr. Jenkins was born and educated in Winnipeg, and entered the Toronto organization of the Company in 1935 as a member of the sales staff of the hosiery department. The following year he was transferred to the Winnipeg Branch, with the same department, which he eventually headed. Later he moved to the fashion group in Winnipeg, and was a member of that store's merchandise office in 1948, when the purchase of eight retail stores on the west coast rounded out Eaton's nation-wide chain. At that time he was appointed vice-president and general manager of the British Columbia organization, and moved to the Vancouver store where his present headquarters are maintained.

MR. H. P. PARKES

The appointment of Mr. H. P. Parkes (Maritimes Division) to the board of directors, was announced at the annual meeting of The T. Eaton Company on February 21. Mr. Parkes' association with Eaton's dates back to 1912. He is a native of Toronto and joined the Company there as a member of the stockroom staff in mail order gloves. His career was interrupted by World War I during which he served with distinction in the C.E.F. Mr. Parkes returned to Eaton's in the general office after the war.

In 1920, when the Company's Moncton mail order was opened, he went there on the staff of the sales office, later becoming merchandising supervisor. In 1934 he went to Halifax as manager of Eaton's store, remaining for 10 years. On his return to Moncton in 1944, he worked under Mr. A. H. Grainger, director and general manager of the Maritimes Division, and when Mr. Grainger retired, Mr. Parkes succeeded him. He is still director and general manager of The T. Eaton Co. (Maritimes) Ltd. In his leisure hours Mr. Parkes is an ardent curler and golfer.

Mr. John A. Livingstone's Retirement (Continued from Page Two)

After fifteen years as assistant secretary, in 1937 J. A. Livingstone was appointed supervisor of the treasury department, and in 1942 he was made director and treasurer, posts he held up to his retirement. These were his main jobs. On the side he was director of the Guelph Stove Co. and other Eaton subsidiaries, a director and treasurer of The T. Eaton Co. Montreal, The T. Eaton Co. B.C., The T. Eaton Co. Maritimes —totalling the number of positions he signed over on his retirement to some ten or twelve. The reason Livingstone was able to handle such a monument of work, according to his associates, is that he always had the ability to relax completely.

On retirement, John Livingstone plans to live where he always has—in Toronto—in a house he bought a few years ago on Otter Crescent. His companion in retirement is his wife, the former Gertrude Simpson of Guelph. He has three children—Harold W. Livingstone, Mrs. W. H. Wesley and Miss Jean Livingstone. Harold Livingstone followed his father in a choice of career and is with The T. Eaton Co.

DIRECTORS

J. W. Eaton upon being appointed a director of The T. Eaton Co. Limited of Montreal. Another salute to Mr. J. Elliott, director and secretary, who is appointed a director of the Montreal Company and also assumes the duties of treasurer.



MR. J. ELLIOTT



MR. J. W. EATON

MR. J. ELLIOTT

Mr. J. Elliott, director and secretary of The T. Eaton Co. Limited, Canada, assumes as well, the duties of treasurer and also is appointed a director of The Eaton Co. Limited, Montreal.

MR. J. W. EATON

Appointed Director of The T. Eaton Co. Limited of Montreal

Following the annual meeting of The T. Eaton Co. Limited of Montreal on Thursday morning, February 23, Mr. John David Eaton, president of the Company, announced the appointment of Mr. J. W. Eaton as a director of the Montreal Company.

Mr. Jack W. Eaton joined the Company in Toronto in 1934, starting at the bottom of the ladder. He has been associated with various service departments . . . the Eaton clothing manufacturing, dress manufacturing, men's clothing department and, in 1940, became supervisor of the Toronto store dress departments. He is a son of Colonel R. Y. Eaton of Toronto, former president of the Company.

From July, 1940, he was posted to the Fifth Canadian Armoured Division from which he was demobilized, after the cessation of hostilities, with the rank of Lieut.-Colonel. In 1945 he was awarded the D.S.O. and was appointed Officer of the Most Excellent Order of the British Empire.

Mr. Eaton came to Montreal in September, 1947, and became merchandise manager of the furniture and housefurnishings departments, later being associated with the superintendent's office. Last November Mr. Eaton was appointed assistant general manager of the Montreal store. At the same meeting Mr. J. Elliott, of Toronto, was also appointed a director of the Montreal Company.

Mr. Ivor Lewis's Retirement

(Continued from Page Three)

Because Ivor Lewis is a man who captures the imagination by what he does, even people who have known him for years, know very little about his background or his private life. He was born in Wales (Neath, Glamorganshire), came to Canada with his family while he was still a child. He is unmarried—a fact which probably explains how he has had time to do so many things so well.

In addition to business and the arts, he has found time for public service. During the war he sat on committees for troops in training, national Red Cross, national war finance. He was on the advisory board for national selective service. His peacetime interest is the art gallery of Toronto, of which he is an executive member. His constant interest in young Canadian artists and his collection of their paintings fills his house almost to confusion.

Nor are all his pastimes sedentary. He is a working gardener with an eye for the beautiful effect, a particular fondness for rare varieties of begonias. He has a summer place at Haliburton where he fishes frequently, paints occasionally.

All these interests and talents combine to sound a fanfare of good cheer as Ivor Lewis leaves his director's chair. He's leaving a job of 39 years well done—without any worry about what he's going to do with his leisure.



Scenes At the Eaton Printing Plant, Alexander Avenue

Pictured at left is the new rotary gatherer with its 32 "pockets" which gather 32 sections of the catalogue in one operation. It also stitches the big, hefty books and finally puts on the covers. With its crew of 30 operators, this remarkable machine completes 3,000 catalogues per hour.



Picture at right: Feeding 16 and 32-page "signatures" (or sections) to the gathering machine — Betty Selway, left, and Ann Vowles, right.

Packed With A Thousand And One Dreams Come True—

"EATON'S OF CANADA" Speeds Across the Country

There's excitement aplenty in rural homes across Canada these quiet wintry evenings because it's "catalogue time" and the word has gone around that the Eaton's for Spring, 1950, is out! Already thousands of families have received their copies and are busily exploring the catalogue's wonders after the chores are done.

One of Canada's "best sellers," this hefty volume, comprising 570 pages, was collated on the big new rotary gatherer down at our Eaton printing plant on Alexander Avenue, at the rate of 3,000 copies per hour. Few books will be better thumbed over by entire families, for the catalogue represents a treasure house filled to over-flowing with good things that make for better living!

Highlighting the fashions is the new accent on nylon. New, too, are many styles in footwear, with added stress on size ranges for the hard to fit.

On home grounds there's more variety than ever in kitchen equipment and stoves for the housewife. Among the sportsman's dreams come true, there's new gadgets for the fisherman, including a New British-made spinning reel that should discourage prevarication. *Another "first" in the catalogue, and exclusive with Eaton's in Canada, is the "New Hudson" Autocycle, priced at only \$198.00, and tested to give up to 135 miles per gallon!*

For the man of the house there is a handy pick-up cart, new equipment and tools, and a light-weight one-man power chain-saw that can be carried almost everywhere a man can walk. . . .

All these and hundreds more new items to make this one of the most exciting books in years!

By the way—have you ever visited the mail order salesroom? It's on the eighth floor of the Winnipeg mail order building, entrance 234 Donald Street. You will find it a most interesting spot.

Assistants Welcome Nine New Members

**Guest Speaker, Mr. W. J. Thomson, Addresses Association
on Subject of "Credit"**

"Credit: Its Influence on Our Present-Day Economy" was the subject of an address by Mr. W. J. Thomson, head of department, budget plan and deposit account offices, as guest speaker at the monthly dinner of the Eaton Assistants' Association on February 2 in the grill room.

President W. J. McKerchar welcomed the following nine new members: W. Hogg, mail order staples; G. Fordyce, mail order furniture; O. Olafson, jewellery workroom; R. Laird, mail order carpets; D. Johnston and R. Chatwin, basement store; S. Hall, investigation; F. Boal, boys' clothing, and W. Reid, carpets workroom.

The annual Eaton Spring Dance would be held at the Auditorium on Wednesday, April 12, Chairman McKerchar announced.

Surplus from the 1949 dance, he added, had been used to provide gifts for hospitalized Eaton veterans and the Canadian Legion Christmas Tree. He also spoke of the employees' Hobby Show to be held during June—another project sponsored by the Assistants.

Mr. Thomson, in his address, reviewed the development of credit down the centuries. It was one of the most comprehensive, instructive and interesting addresses on the association's calendar. Mr. Thomson was obviously at home with his subject and held his listeners' attention to the last word. We hope you'll come again, sir!



Mr. W. J. Thomson

RECENT APPOINTMENTS

Winnipeg

MR. R. B. T. WHITBREAD, supervisor of the following departments:

General Office—Expense and general ledger, travelling: MR. G. T. BOYD, assistant.

Secretarial, accounts payable: MR. G. M. BELL, assistant.

Invoice section: MR. J. M. BROWN, assistant.

Budget Plan—MR. W. J. THOMSON, head of department.

City: MR. W. FREEMAN, assistant.

Mail order: MR. F. J. OTTLEY, assistant.

Contract Accounts—MR. W. J. THOMSON, head of department.

MR. J. N. MILLER, assistant.

Customs and Traffic—MR. A. KENT, head of department.

Depositors' Account—MR. W. J. THOMSON, head of department.

MR. R. M. CLARK, assistant.

Head Cashier's Office—MR. G. K. STOKES, head of department.

MR. H. M. BANNICK, assistant.

Fire Insurance—MR. G. E. RAMSAY, assistant.

Telegraphs and Correspondence—

MR. G. T. BOYD, assistant.

Department W46—Skirts, blouses, sweaters and sportswear:

MR. R. STRONACH, head of department.

MR. E. GOULD, assistant.

Department W246—Skirts, blouses, sweaters, sportswear: MR. G. WALLACE, assistant.

Supply Office—MR. R. SMITH, assistant.

Supply Stock Room—MR. G. H. POOLE, assistant.

Department W284—Basement meats, fish and poultry: MR. L. KIRBYSON, head of department (sales and service).

Department W281—Service meats and fish, third floor: MR. C. REGAN, assistant.

Department W1745—Printing and electrotyping: MR. J. HUGHES, supervisor.

MR. L. A. WIMBLE, head of department.

MR. C. PETERS, signature.

Brandon

Department B201—All gloves, hosiery and umbrellas: MISS J. M. WARD, head of department. (This merchandise at present carried in department B212.)

Department B379—Foodateria, groceries, fruits, meats and fish:

MR. GEORGE COLEMAN, assistant.

Edmonton

Department E212—Books, stationery, drugs, toiletries, candies:

MR. O. G. BUCHWALD, assistant.

Department E244—Millinery, women's and misses' dresses, suits, coats, sportswear, furs, western fur promotion:

MR. C. A. MACLEAN, assistant.

Department E270—Furniture, beds, springs, mattresses: MR. G. T. COLE, assistant.

Regina

Department R284—Meats, fish and poultry: MR. C. IRELAND, assistant.

Cold Day—But a Warm Welcome!

Eaton's Is Host To Wives of Dairymen Delegates

Despite the frigid 24 degrees below zero weather on Wednesday, January 25, some 80 wives of delegates attending the Manitoba Dairy Association and Dairy Manufacturers' Association Convention were guests of the Company at a luncheon held in the Tea Lounge, Royal Alexandra Hotel. Mr. Gordon Muirhead presided and the visitors, who came from many parts of the province, were welcomed on arrival by Mr. A. H. Young, mail order superintendent. Among those at the head table were: Mrs. W. F. Klimpke, Dickens, Man.; Mrs. T. L. Townsend, King's Park; Mrs. I. Paxton, Gladstone, Man., and Miss Frances McKay, Extension Service, Manitoba Government.

Following luncheon, Mr. Muirhead introduced those seated at the head table and graciously welcomed all the guests on behalf of The T. Eaton Company. Mr. Muirhead also congratulated Mr. Albert Oulette, dairy specialist for the province, and Mrs. Oulette, upon the arrival of a son, born that morning.

A highly interesting film, "Facts About Fabrics," was then shown by Mr. Oulette, with some introductory remarks by Miss McKay. The manufacturing processes of various nylon weaves, as well as how to wash and iron them, were demonstrated, much to the enjoyment of the ladies—especially with spring sewing in the offing.

Mrs. T. L. Townsend thanked the Company for "this delightful luncheon and the opportunity it provides for us to get acquainted." Then she added: "We always feel at home when we go into Eaton's store and when we read the catalogue."

The delegation then left for various projects on their agenda, followed by a reception at Government House.

Nice Going, Edmonton!

To be taken ill on the streets of a strange city is not a pleasant happening at any age—but when you're 76, such an incident can be serious indeed.

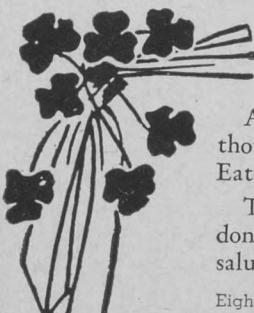
An elderly Manitoban, Mr. J. A. MacDonald, of Grosse Isle, near Winnipeg, was visiting in Alberta during August when, unfortunately, he had a fainting spell on the street in front of our Edmonton store. Rushing to his aid, Eatoniens gently assisted the 76-year-old Mr. MacDonald to the store hospital, where he was looked after by the nurse and later taken to a doctor.

Upon his return home to Manitoba, Mr. MacDonald wrote a letter to Eaton's, Edmonton, asking that his thanks be conveyed to all who had assisted him.

Mr. J. K. (Ken) Barling, superintendent of Edmonton store, extended Mr. MacDonald's thanks to all concerned and wrote him to this effect.

Just a little incident, perhaps, but it calls to mind the familiar lines:

"I shall pass through this world but once. If, therefore, there be any kindness I can show, or any good thing I can do, let me do it now; let me not defer it or neglect it, for I shall not pass this way again."



"TOP O' THE MORNIN'"

As March, the month of shamrock, climbs over the horizon, our thoughts turn to the Emerald Isle and that great Ulsterman, Timothy Eaton, who was born near Ballymena in 1834.

To the many Irish-born Eatoniens within these walls who will be donning a sprig of shamrock on March 17, we give the time-honoured salute: "Top o' the mornin'!"



Suggestion Prize Winners

Back Row—Left to Right: Frank Lowther, C. Lane, Vic Stilwell, T. A. Carstens, G. H. Blakeman, J. P. Cook and A. Halldorsson. Front Row—Left to Right: W. Bailes, V. Tuttle, G. Firth, V. Benner and Ruth Brown.

Eatonians Profit by New Ideas

Twelve Win Prizes For Constructive Thinking

"New ideas are the life of a big business." A progressive business must be susceptible to change, ready to accept new ideas and put them into practice. Eaton's is a progressive organization which not only asks for new ideas but awards valuable prizes to employees who send in useful suggestions. The following twelve people were recently rewarded for taking a little time to send in their ideas.

Awards of ten dollars were won by MR. G. H. BLAKEMAN (western buying), MISS W. BAILES (mail order china), and MR. A. HALLDORSSON (furniture stockroom).

Other prizes were won by MR. G. FIRTH (assistant, men's furnishings), MR. FRANK LOWTHER (furniture stockroom), MR. C. LANE (cash register repair), MISS V. BENNER (mail order exchange), MR. T. A. CARSTENS (assistant, shirt factory), MISS V. TUTTLE (retired, juvenile wear), MISS RUTH BROWN (mail order hardware), MR. J. P. COOK (mail order packing), and MR. V. C. STILWELL (assistant, radios).

These staff members are now eligible for a cash award in Eaton's 1950 Company-wide Employees' Suggestion Contest. You, too, can win some of the \$1,400.00 prize money. So don't delay. Send in your suggestions now! You may have an idea which will mean profit to both the Company and yourself!

Our Calgary Store Becomes of Age

Eaton's of Calgary ("Foothills City in the Valley of the Bow"—city of chinooks, ten-gallon hats and million-dollar hospitality), celebrated its 21st birthday in February.

Congratulations, Calgary store, on achieving your majority! Even though "you're a big girl now," we're sure you won't lose any of your delightful informality and friendly warmth that is so typical and part of your charm for visitors. Congratulations also to Editor "Woody" Case upon a top-flight anniversary number!

Eatonians Acclaimed in Drama Hit

"When the last curtain falls on Saturday evening, the Winnipeg Little Theatre's production of 'Our Town' will have left a lasting impression on the life of amateur drama in this city. . . ."

This and other enthusiastic tributes were paid by drama critics of the local press to the Thornton Wilder Pulitzer prize-winning play at the Playhouse Theatre on February 10 and 11.

City advertising department was particularly interested this production. "Our Town" was directed by Mr. Moray Sinclair who also played the part of the stage manager, and two other members of the department were among the principals—Edna Middleton and Bill Hurlburt. "Miss Middleton as 'Emily,'" said one reviewer, "carried a large share of the drama and gave an excellent interpretation of a difficult part. W. E. C. Hurlburt made a convincing care-worn local doctor."



For Description of Pictures
See Facing Page

Eaton Good Deed Club Theatre Parties Held at Winnipeg, Portage la Prairie and Brandon

(See Pictures on Facing Page)

Crowds of Children Present

Whenever the Eaton Good Deed Club holds a theatre party there is always a capacity crowd of children on hand to take part in the fun. This was certainly the case on Saturday morning, February 4, when Winnipeg children flocked to the Metropolitan Theatre for the first party of 1950. Over 2,000 were present.

Favourite Cartoons

Following a half-hour showing of favourite cartoons, including Bugs Bunny, Tom and Jerry, and so on, the regular Saturday morning program was presented from the stage of the theatre. Such talent as the "Baby Fashionettes," six charming little ladies under seven who tapped and sang, was presented. These young dancers—Gail Button, Sandra Hiebert, Sandy Malmgren, Rayleen Giacomin, Judy Coleman and Diane Moore—in their colourful costumes of red, white and blue, were loudly applauded for their numbers, "Alexander's Rag-time Band" and "The Parade of the Wooden Soldiers."

Star of the half-hour show was 9-year-old Barbara Wileman, who did a skipping-rope tap dance, "Cruising Down the River." The first time such a number had been presented on the Good Deed stage, Barbara's dance showed precision and grace, much appreciated by her audience. Another feature was the Harry Deeley Accordion Band which presented two numbers, "Pizzicato Polka" and "Fox Trot Medley." Twenty-six band members were present.

Gold Stars Awarded

On stage to receive her Gold Star award and wrist watch, as city Good Deed winner of the week, was 12-year-old Marlene Hangle. Marlene with her mother and 9-year-old sister live alone. When at the beginning of December, Marlene's mother became partially paralysed and helpless, Marlene had her school work sent home so she could stay there and look after her mother. Her cheerful, willing help, day after day, was specially mentioned by four neighbours. Marlene is to be commended for her "labour of love."

Country winner was Howard Hamilton, of Shoal Lake, who also received a Gold Star Pin and a watch. While Howard and his young chum, Brian O'Grady, were playing one day, firing a shot gun out over the lake, a shell exploded in the gun, blowing the barrel to pieces and shrapnel piercing Brian's stomach. The boys were alone on the farm and the only conveyance there was an old Ford car. Brian was bleeding very badly, and although Howard had never driven before, he managed to run the car a mile and a half to the nearest neighbour's, who rushed Brian to the hospital. Thanks to Howard's quick thinking, the accident was not fatal. Congratulations to 11-year-old Howard for his cool thinking and bravery.

Many Entertainers

Other entertainers on the show were 12-year-old Denise Dupuis, who played a piano solo, "Fireflies," and 13-year-old Barrie Nelson who played "Minuet in G" on his violin. A solo, "When Spring With Its Joy and Its Laughter," was sung by Jacqueline

Soltzman, 14 years old, while "Dear Hearts and Gentle People" was sung by 9-year-old Harold Kupchak.

The Good Deed girls' vocal scholarship winner two years ago, Irene Studney, returned to appear on the program, singing "My Johann."

Out-of-Town Broadcasts

Good Deed theatre parties were also held in Portage la Prairie and Brandon. At the first point the event was held Saturday morning, January 21, at the Drill Hall, and 2,000 children were in attendance. Then on Saturday, February 18, Brandon children turned out to the Capitol Theatre for their party. Eight hundred were present.

* * *

Description of Pictures on Facing Page

Top Row—Left: Marlene Hangle holds her watch and Gold Star award pin as the audience sings the "Good Deed" song for her. Centre: The "Baby Fashionettes" await their turn to perform. Right: Barbara Wileman is ready to start her skipping-rope tap dance.

Second Row—Left: Jacqueline Soltzman looks surprised as the cameraman caught her in the middle of her number. Centre: Excitement ran high and the audience members are on the edge of their seats. Lower centre: Harold Deeley leads the accordion band in a number. Right: Scholarship winner Irene Studney seems to be thoroughly enjoying her number.

Lower Row—Left: One of the Portage la Prairie performers, 10-year-old Gail Hatlelid, poses for the camera. Centre: Wilfred and Jack Pitchell, 9 and 12 years old, look very intent on their horn blowing. They also took part in the Portage la Prairie program. Right: Harold Kupchak sings "Dear Hearts and Gentle People."

Scotchman: Is there any truth in the report that MacTavish has bought the gasoline station?

Irishman: Well, I don't know for sure, but the "free air" signs have been taken down.

* * *

First Irishman: Do you believe it is seven years' bad luck if you break a mirror?

Second Irishman: No, indeed not. My brother broke one and he didn't have seven years' bad luck.

First Irishman: He didn't?

Second Irishman: No, he was killed in an explosion the same day.





Goodbye Hello . . .

*Adapted from "Flash,"
Toronto—with a few
technical revisions—and
a tip of the hat to Editor
Frances Douglas.*

See the tired object at the top of this page? That's a telephone, that is, engaged in an occupation which takes up far too much of its time—waiting, just waiting, ho-hum! See the happy family scene at the bottom of the page? It may be slightly overdrawn, but don't ever think that sort of thing can't—and doesn't—happen while somebody leaves to look for a file—or somebody else—or maybe just forgets and goes off to snatch a quick cup of coffee.

Telephones have changed a lot since Alexander Graham Bell first put them on the market. The question is, have we—in the way we use them—kept up with the times? Our telephone experts give you the answer here—one that shouldn't be disregarded, even if your department is not concerned with selling. You'll find suggestions for saving time and trouble even with the instrument you use at home!

Generally we give a fairly good first answer to our customers on the telephone, but that is only the first step in good service.

We often fall down badly at other points. For instance, we sometimes keep people waiting too long for information. The reason for this is that we do not have sufficient information in handy form at the telephone, because we think proper lists cannot be arranged and kept up to date. Yet departments with the largest telephone business have complete lists of all items and keep them up to date by proper organization.

Again, when getting information, we do not always explain why we have to leave the line and how long it will be before we can get the information; and if we are longer than anticipated, we do not always give a progress report or apologize for the delay.

Also, when we have to call someone else to the telephone, we must make sure that the person asked for comes to the telephone—or gets the message about the call if not available; and that whoever called is not kept waiting for the little man who isn't there.

BEING SOME POINTERS ON HOW TO STREAMLINE THE WAY TO USE A TELEPHONE

Telephones frequently are allowed to ring too long before being answered. Every extra ring means that particular line is busy—but not serving any particular purpose—for just so much more time. And it's quite as easy to grow impatient standing at home with a receiver held to the ear as it is waiting at a counter.

Some of us still answer with an old-fashioned "Hello." Old-fashioned, we said, and old-fashioned it is. "Hello" is out—and what's in is, when you pick up the receiver, (1) a friendly greeting: "Good morning!" or "good afternoon!" (and please be on your toes); and (2) your department or section.

Those are merely a few simple suggestions, equally simple to carry out. They will improve service not only to customers but from department to department, and by saving time make busy lines available for more calls.





"SPRINGTIME"

Proud daddies in the boys' clothing and furnishings departments (store) got to bragging about their offspring the other day; some even hauled out pictures from wallets and pockets and asked Contacts' editor to adjudicate. But with memories of a "baby show" we were once asked to judge (and managed to escape from in one piece), we assured the doting dads that "all kids were wonderful in our book." To prove it, here they are:

Top Left: The stout fella at top left is David Brian (at ten weeks); pops is Harold Rodgers (boys' clothing).

Top Centre is Karen Lea, 2½, who, around 1965, hopes to be "Miss Winnipeg." Daddy is Leonard Ferguson (boys' clothing). Mommy was Edna McDowell (post office, store).

Top Right: Here's a fivesome to go home to! Sam Hill (head of department, boys' clothing) says there's never a dull moment with a brood like this. Back row—daughter Marilyne and son Samuel, jr. Front row—daughter Peggy and sons John and Robert.

Second Row—Left: Richard is 9½ months. With that happy grin "Dick" obviously will make friends wherever he goes. Daddy is Mr. S. Westman (men's clothing). Mom is the former Fern Miller (mail order packing).

Lower Left: This lovely threesome belongs to Phil Dyson (cooks' staff). Douglas (left) is 8, Robert 4, and Joanne is 2.

Lower Centre: Gail Patricia, in roguish mood, is 16 months young and daughter of Art MacDonell (boys' clothing).

Lower Right: This cuddlesome little lady is Dale Janis at 6 months. Daddy is Ron Turner (assistant, garage).

An Indian named Joe wowed a small Canadian community with his uncanny way of predicting changes in the weather. On a sunny day, along would slink Joe and say: "Bimeby rain come."

One day it was particularly miserable—rain, wind, cold. "Joe," inquired a hunter, "when will all this blow away? Bimeby nice day?"

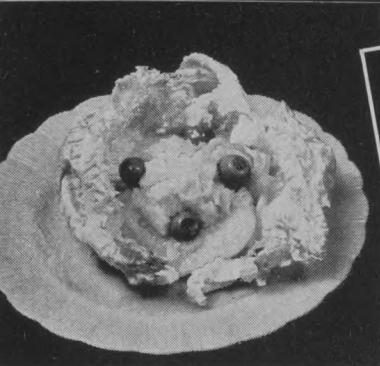
The red man shrugged. "Dunno," he replied, "radio he broke."

"What did you name youah baby, Mose?" a friend inquired of a proud coloured father.

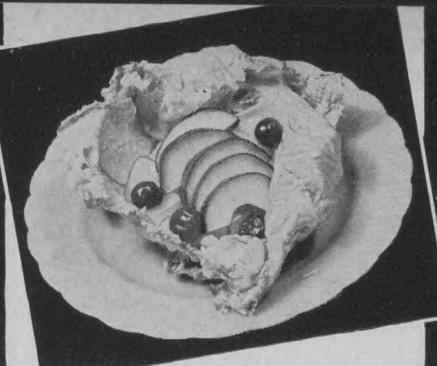
"Electricity," said Mose.

"Queer name," said the friend, "why did you name him that?"

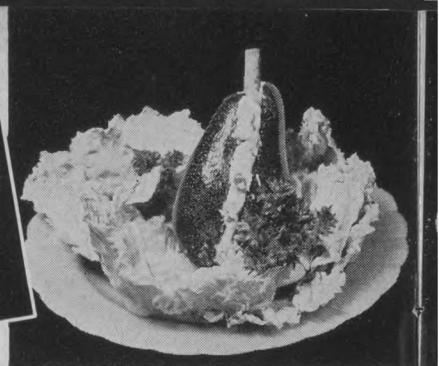
"Well, mah name's Mose and mah wife's name's Dinah, and if Dinahmose don't make electricity what does they make?"



Hot Garnish Salad



California Favourite



Pear with Ginger Cheese

The Homemakers' Page

Well, Homemakers, spring is just around the corner. That's an oft-used phrase that brings a welcome thought to anyone who has been trying to set an attractive table for winter-weary appetites. How many of you have found that around February and March of each year, it becomes increasingly hard to interest family and friends in the same old foods?

To give your pre-summer eating a lift, why not herald spring on your table with a few new and different salads. There is nothing better for awaking dormant appetites and brightening your table than the crisp greens and bright colours found in a well-prepared salad. Here are a few recipes suggested by Miss Louise Martin, B.S.H.Ec., grill room dietitian.

Miss Martin has also included a few Irish dishes for you who will be wearing the green during this St. Patrick's month.

Spring Salads

Grapefruit Pinwheel

Arrange grapefruit segments spiral fashion on lettuce. Remove pits and stuff prunes with cottage cheese or cream cheese which has been blended with a little cream. Serve with French dressing with honey added to taste.

Hot Garnish Salad

Fill peach half with crushed pineapple. Sprinkle French dressing over the top and broil for about 10 minutes. Serve with chicken, pork or ham. Garnish with stuffed olives.

Pear with Ginger Cheese

Put two chilled pear halves together with mixture of two tablespoons chopped, crystallized ginger and one package of cream cheese. Make stem with cinnamon stick, with a whole clove on each side.

California Favourite

Place a pineapple slice on crisp lettuce leaf. Top with three strips of avocado in fan-shaped arrangement. Garnish with ripe olives or maraschino cherries. Serve with tart French dressing.

Orange Pineapple Salad

Arrange pineapple slices on plate. Top with orange sections. Outline each section with pimento strips. Garnish with parsley and ripe olive.

Cinnamon Star

Bake apple with cinnamon and cut in sixths to within half-inch of bottom. Stuff with a mixture of cream cheese, nuts, celery and mayonnaise to moisten. Sprinkle with chopped nuts.

Cherry Salad

1 tin Queen Ann cherries. Toasted almonds.
Drain and pit cherries. Stuff them with almonds. Serve on crisp lettuce, with fruit salad dressing.

Fruit Salad Dressing

2 eggs, beaten well. $\frac{1}{2}$ cup lemon juice.
 $\frac{1}{2}$ cup cherry juice. $\frac{1}{2}$ cup sugar.
Pinch of salt.

Cook above ingredients in a double boiler until thick. When ready to serve add 1 cup of whipped cream.

Recipes For St. Patrick's Day

Pork Stew

2½ lbs. lean pork—cut in 2½-inch cubes.	2 bay leaves.
6 cups water.	12 small whole onions.
3 teaspoons salt.	8 medium carrots cut in 2-inch strips.
$\frac{1}{8}$ teaspoon pepper.	4 medium potatoes cut in 2-inch cubes.
10 whole cloves.	2 tablespoons flour.

Heat heavy pot for 5 minutes over low heat. Wipe meat with damp cloth and trim off excess fat. Rub pot with fat. Add pork and cook, turning until browned. Drain off any fat which accumulates during cooking, reserving four tablespoons. Add water and seasonings. Cover, simmer slowly over low heat about one hour. Add onions, carrots, potatoes and continue cooking 20 minutes longer.

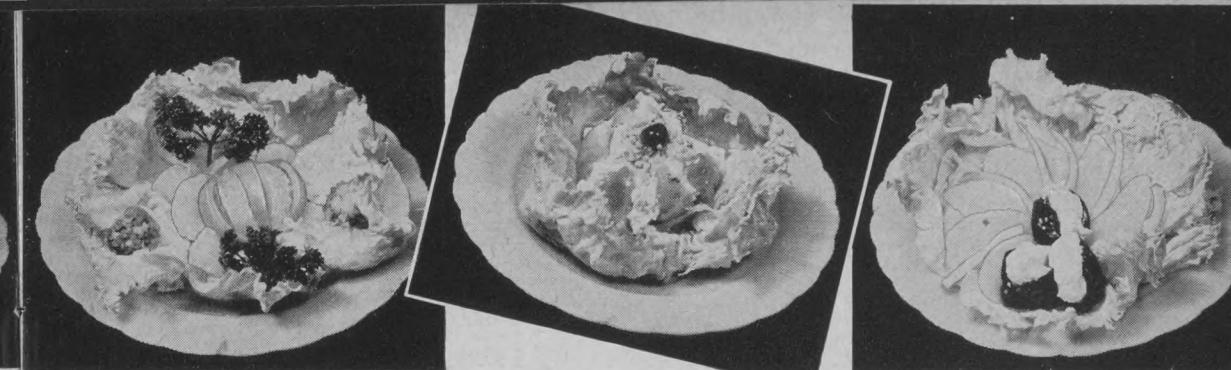
Blend flour with the reserved fat, stir carefully into stew. Continue cooking over low heat until thickened.

Fish Fillets in Celery Sauce

1 cup celery, sliced.	$\frac{1}{2}$ teaspoon salt.
1 cup water.	$1\frac{1}{2}$ lbs. fish fillets.
1 tablespoon lemon juice.	3 tablespoons butter.
	4 tablespoons flour.
	$\frac{1}{2}$ cup milk.

Place celery, water, lemon juice and salt in a large shallow frying pan. Bring to a boil and place fish fillets in the liquid. Reduce heat, cover and cook slowly for ten minutes. Remove fillets to platter.

Melt butter, blend in flour, slowly stir in milk and unstrained liquid in which fish was cooked. Cook over low heat stirring constantly until sauce is thick and smooth. Pour sauce around fillets. Garnish with parsley. Makes 4 to 6 servings.



Orange Pineapple Salad

Cinnamon Star

Grapefruit Pinwheel

Hot Salmon Mousse

1 pound raw salmon.	1 1/4 cups cream.
4 egg whites, slightly beaten.	1/2 teaspoon salt.
	Pinch of pepper.

Skin and bone salmon and put through food chopper. Gradually beat in egg whites. Place bowl of salmon on crushed ice and gradually beat in cream. Add salt and pepper. Pour into well-greased individual ring moulds. Place in pan of hot water and bake in moderate oven (350 degrees) 15 minutes or until just firm. Serve with hollandaise sauce.

Quick Luncheon Dish

1 tin of mushroom soup.	1 tin of tuna fish.
Mix, and top with crushed potato chips. Heat in the oven till hot and crisp-crusted.	

Onion Glaces

Fry 8 to 10 small onions in butter until nicely browned. Add one tablespoon of powdered sugar. Continue to fry until quite brown, then put in baking dish with a pint of consomme and put in oven for one hour.

Travels With a Salescheck

Yes—I am the medium through which your success is largely established for I represent figures that speak most loudly for your value and rating as a salesperson. I am the means by which you can best express yourself. Yet some of you mutilate me, disfigure me or make me an annoyance instead of a pleasure. Take a little trip with me and you will see the wrinkled brows of the shipping clerks guessing whether the address you've written is Marion or Merriam.

See the drivers, in 20 below zero, wondering about the numbers you have intended for a street address. See the audit staff trying to figure out whether you have written a three or an eight, a one or a seven. See other staff members trying to ascertain what kind of merchandise has been sold through me, and the customers later trying to decipher my duplicate. Don't you realize that I pass through many hands and that if I were written plainly and legibly that many people would be spared much perplexity, the store much trouble and expense?

I only ask that you write me legibly for I am not an insignificant factor in your work, but a very important one. Treat me accordingly by writing the date, name and address plainly, and the sale itself clearly and understandably. The better you turn me out the less dissatisfaction, disappointment and expense you will occasion, for carelessness and mistakes cost only illwill and needless expense. I am a Store Salescheck—remember?

Raymonde Marchand Receives "Best Actress" Award

Wins Top Honours at Regional Drama Festival

Raymonde Marchand, a member of Eaton's staff for the past 20 years, received the thrill of a lifetime during the recent Manitoba regional festival of the Dominion Drama festival when she was awarded the certificate for the best actress in the festival. The play in which Raymonde appeared as Frosine, a woman of intrigue, was "L'Avare." The play also received the trophy for first place.

A member of the lingerie staff in the corsetiere section, Raymonde was born in Nantes, France. When her family came to Canada they moved to St. Boniface where Miss Marchand has resided since.

This is not the first time Raymonde has appeared in a drama festival. Long a member of Le Cercle Molire, the dramatic group of St. Boniface, she appeared in "The Cradle Song" in 1938 which also won the cup. This, however, is her first "best actress" award.

Raymonde likes celebrity concerts and operas as well as her dramatic work. She says the credit for her success should go to the director of "L'Avare," Madame Pauline Boutil whom, Raymonde says, is wonderful in her work. Congratulations, Raymonde, for your fine performance!





"And So They Were Married"

Best wishes for a long life of happiness to the eleven Eaton brides and one groom pictured on this page. May your happy smiles continue to shine as brightly over the years.

1. Mr. S. Poole (left) congratulates MR. ALLAN MONTFORD (mail order jewellery), who was married during January. Mr. Montford married Miss Corinne MacPhail on January 28 at St. Giles' United Church. As a parting gift he received a chenille bedspread, presented by Mr. Jack Donnett, assistant. The boys of the department also held a stag in his honour at Mr. Donnett's home, at which time they presented Allan with a floor lamp.

2. MISS MARY JO PTOSNICK (mailing list) left for Victoria, B.C., during February to become the bride of Leading Seaman Don Schleen on February 18. Her parting gift from the department was a pair of white wool blankets. Helen Wacko also held a linen shower in her honour at the home of Lorraine Rowland.

3. Wedding bells rang for MISS JOYCE THORNBERRY (mail order budget) on February 12, when she became the bride of Pete Colbert. Sheets and pillowcases were presented to her by the department, Mr. F. J. Ottley doing the honours. A miscellaneous shower at the home of Lorna McLeod was also held in her honour.

4. Mrs. Vernon Thomas was formerly MISS MARGARET MCPHERSON (mail order packing). Her wedding took place February 18 at St. James' United Church. She was presented with a mirror and pair of figurines by the department and a pair of blankets from the girls. Verna Battelino also entertained in her honour at a miscellaneous shower.

5. A trunk and a pair of blankets were the gifts received by MISS HELEN MALISKI (mail order

Christian Simpson Reaches 35th Milestone

"One of the handiest men in our department, Chris is always looking for new ways to be of assistance." Such was the warm tribute paid Mr. Christian Simpson (economy home furnishings) by his management on the occasion of Chris's 35th anniversary which he celebrated on February 2.

The occasion was marked by the presentation to Mr. Simpson of a travelling bag from his associates. Mr. Fred Forbes, supervisor of paints and wallpapers, acted on behalf of the staff.

Winnipeg born, Chris Simpson started with Eaton's in old 121 department, when the mail order was in the store building. He served overseas in World War I with the 8th Battalion, and for the past 25 years he has been with the paints and wallpapers, sixth floor store, and economy home furnishings. "I love the warm sunshine," says Chris. "Baseball, fishing and camping are my 'dish'!"



Mr. Simpson (left) receives the congratulations of his supervisor, Mr. N. Forbes.

1920 — Thirtieth Anniversaries — 1950

Congratulations are extended to the following Eatoniens who, during the month of February, celebrated 30-year anniversaries with the Company:

MR. CHARLES A. GOODALL (delivery)	February 2
MR. CHARLES GREWAR (freight transport)	February 16
MISS MYRTLE SCOTT (mail order copying)	February 16
MR. H. R. SCREATON (supervisor, candies)	February 23

Mr. A. C. McFetridge Honoured at Breakfast Party

A farewell breakfast was held for Mr. A. C. McFetridge, group manager, on January 14 in the grill room by mail order draperies and furniture departments to mark his retirement after 46 years with Eaton's. As a parting gift, Mr. McFetridge was presented with a lovely Westminster chime mantel clock by Mr. W. W. Macleod, assistant, on behalf of his staff.

Mr. W. J. Agnew and Mr. R. J. Brown read a batch of congratulatory messages from all branches of the Company, as well as from business connections. Guest speakers were Mr. D. S. McKellar, Mr. A. L. Osborne and Mr. J. Johnson.

Thanking his associates for their handsome gift, Mr. McFetridge spoke of the friendships he had enjoyed while working in Eaton's.

Returning to his desk, which fairly glowed with silver and gold trimmings and a big congratulatory card, Mr. McFetridge received several individual gifts, roses and a host of letters and telegrams wishing him the best of health and happiness in the days ahead. Mrs. McFetridge was also remembered with a lovely bouquet of roses.



Mr. McFetridge (left) receives a parting gift presented by Mr. W. W. MacLeod.



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



RAY YOUNG

Presentation of a handsome Gladstone bag was made to Mr. Ray Young (men's clothing, mail order) on January 19 in honour of his quarter-century anniversary. This memento from the staff was presented by Mr. J. McCay in the absence of Mr. Eric Dolan, head of department.

A Millbrook, Ont., boy, before joining the men's clothing Ray spent some years with the fancy goods, notions and western buying departments.

Mr. Young has had his share of life's sorrows. During the late war his son, F/O Kenneth Young, R.C.A.F., was killed in a raid over Stuttgart, Germany, while last year his wife passed away. Despite these misfortunes, the quiet-mannered Ray has a friendly smile and cheery greeting whenever you meet him. A member of the Norwood Lawn Bowling Club, he's also a devotee of alley bowling with the Eaton Five-Pin Club. Congratulations and many happy returns!

JAMES THOM

A Fifeshire Scotsman and the proud father of seven "bairns," Mr. James Thom (stationery, mail order) celebrated his quarter-century anniversary of Eaton service on January 27. "Jimmie," as he is popularly known, found himself on the receiving end of a nice bit o' "loot." To mark the occasion, Mr. N. D. Grey, acting for the staff, presented our hero with a Parker "51" set, a smoking stand and a

gold wrist watch strap. Then, for good measure, a dinner was held in Jimmie's honour at the St. Charles Hotel.

Mr. Thom spent 17 years with the delivery department before joining the jewellery. He has four daughters and three sons. Daughter Millicent is with the wages office and Patricia with the sales audit.

A handy man at carpentry and painting, Jimmie also likes to bowl and has a Scotsman's love for curling.





Top Row—Left: Mr. Fry pays a gallant compliment to the city ad. gals. Right: Left to right, Gordon Collins, Joan Sherman, Mrs. Fry, Mr. John Ellis, Mr. Fry.

Lower Row—Left: "Mammy! Mammy!" Bob Peterson gives a realistic impersonation of Al Jolson. Centre: Ad. men doing their stint as "soda jerks." Lower centre: Kay Kondryshyn (right) wins the "whose baby?" prize presented by Georgia Fooks. Right: Singing the old songs with Ethel Pratt at the piano.

Mr. and Mrs. R. J. Fry Honoured by City Ad. Staff

Promptly at the store closing gong on Monday evening, January 30, city ad. men briskly folded final page proofs and put them in their outgoing leather bags . . . artists tucked away unfinished drawings . . . while "ad-ettes" turned in last pieces of copy and commenced powdering their pretty noses. There was no time to lose, for the ad. gang had planned a party—a farewell dinner to their retiring chief, Mr. R. J. Fry, and his charming wife.

Held in the banquet room at Moore's, it was a delightfully informal affair. Mr. John Ellis, head of department, presided, and in addition to the regular city ad. staff, a number of former members of the department attended. Among these were Mrs. Wilf Batty (Lillian Worth), Mrs. Allan Mellis (Leonore Vassie), Mrs. E. Pelly (Dorothy Dadson), Mr. Brendy O'Brien, Mr. Harry Anderson and Mrs. Anderson (the former Miss Chris Thorsteinson), Miss Jean Hinds, Mrs. Tom Miller (Helga Arnason).

Following a delicious steak dinner, there were games, contests, impromptu skits and singing around the piano with Miss Ethel Pratt, accompanist.

The girls proved more adept than the boys at charades—but when it came to hat trimming, honours were shared by Bill Gray, Bill Hurlburt and Roy Sotham.

A "whose baby?" picture contest proved a great party stunt. Photographs of ad. staff members "when we were very young" had been secured and posted around the banquet walls. The person able to name the most infants won the prize. Kay Kondryshyn took this feature handily.

Ere a charming evening closed, Mr. Fry was presented with a "Viking" portable radio as a parting remembrance from his staff. Mr. John Ellis, in making the presentation, expressed the wish of all present that Mr. and Mrs. Fry would enjoy the best of health in their leisure years ahead.

Bill Hurlburt spoke briefly of the distinction with which Mr. Fry had presided over the city advertising department; while Tom Miller thanked Mr. and Mrs. Fry for the charming reception they had held for the staff and wives the previous day at their new residence in Eastgate.

(Continued on Page Thirty-Seven)



Mr. Pinfold (left) thanks Mr. Fry for his eloquent address.



"Get those invoices in on schedule!" was Mr. McNaught's whimsical parting shot.



Left to right: Messrs. McNaught, McLaren, and McFetridge.



Mr. R. D. MacLean
—a distinguished career of 44 years with Eaton's.

PARTING T

*Executives and Supervisors Honour Mr. R. J. Fry,
Mr. A. C. McFetridge and M*

"And when Athens shall appear great to you, consider then that her glories were purchased . . . by men that learned their duty . . . made a most honourable contribution . . ." —Pericles.

It has been well said that "there is no job more important for the welfare of the public than running a great store—no job more worthy of the best efforts of the best brains the nation can produce."

This thought came to mind when on Tuesday evening, January 31, five Eaton men of outstanding ability were honoured by the executive and supervisors of Winnipeg store during a reception at the Fort Garry Hotel to mark their retirement.

The five—widely different in their spheres of activity yet similar in their achievements—were:

Mr. R. J. Fry, supervisor, city advertising, 36 years with the Company.

Mr. R. D. MacLean, supervisor, general office, 44 years' service.

Mr. W. D. McLaren, supervisor, printing plant, 30 years' service.

Mr. A. C. McFetridge, group manager, mail order furniture and draperies, 46 years with the Company.

Mr. W. A. McNaught, head of department, general office, 30 years with the Company.

Mr. D. S. McKellar presided. Following a delightful buffet supper, a warm tribute was paid each of the guests of honour by Mr. R. M. Pinfold, assistant general manager. Mr. Pinfold, acting for Mr. R. S. McCordick and Mr. G. M. Eaton, who were out of town, spoke of the superior ability and trained judgment possessed by each of the retiring members which had helped to shape the ideals and purposes of our Company, and to carry them out. Also with a keen sense of duty each had gone that "extra mile" or beyond the bounds of duty. "No people," added Mr. Pinfold, "have been more helpful to the Company and the staff than the men you honour tonight. We shall miss them."

On behalf of the executive and supervisors, Mr. Pinfold then presented the honour guests with gifts of remembrance.

Mr. Fry was presented with a George Jensen sterling silver hot water jug; Mr. McLaren with an English water colour by A. C. Leighton, R.B.A., A.R.C.A.; Mr. MacLean and Mr. McNaught with Viking combination radios (as Mr. MacLean was away enjoying a holiday in Florida, his gift was accepted in absentia by Mr. W. S. Crooks); while Mr. McFetridge received a chest of flatware.



rs. McNaught, McFetridge, Fry
and McLaren.

"I've served under four presidents
..." said Mr. McFetridge proudly.

Mr. McLaren (left) is thanked by Mr. Pinfold for his outstanding work as supervisor of the printing plant.

G TRIBUTE

**R. J. Fry, Mr. R. D. MacLean, Mr. W. D. McLaren,
McFetridge and Mr. W. A. McNaught**

Together
they
contributed
186 years of
outstanding
service.

Avalanche of Good Wishes

Mr. Pinfold also read from a great batch of telegrams and messages sent by the directors, store managers and Eatonians everywhere. These spoke of friendships existing over the years, of the distinguished contribution made by the retiring members, and wished them good health and contentment. The messages, said Mr. Pinfold, would be copied, bound and presented to the five.

In a brief but eloquent response, Mr. Fry expressed the grateful thanks of the five retiring managers for the kind references concerning their services with the Company, and to the friends in other stores for their inspiring messages. He also thanked the gathering "for honouring us with these gifts that will revive fond memories of the friendships we have made."

Mr. Fry said that he had served under some very fine men, mentioning Mr. H. M. Tucker, the late Mr. John Robertson, Mr. R. S. McCordick, Mr. G. M. Eaton and Mr. R. M. Pinfold. He thanked them for the support always given him both in the store and in outside activities. Speaking of the Eaton family, Mr. Fry added: "**It is doubtful if any family in Canada since Confederation has done more towards meeting the needs of the Canadian people than the Eaton family . . . The T. Eaton Company's great developments and principles," said he, "have added new laurels to Canadian business.**"

Mr. W. D. McLaren heartily endorsed Mr. Fry's able remarks. On his own behalf he thanked the management for its very kind, helpful co-operation and sympathetic understanding of printing problems at all times.

Mr. McFetridge said: "It's been my pleasure to work for the best Company in the world—under four presidents and three general managers."

Mr. McNaught, whimsically touching on the intricacies of stocktaking (and he had seen about sixty of them), expressed grateful tributes to Mr. McCordick, Mr. Pinfold, Mr. A. R. Tucker and others for the grand support they had given him. "I've had a lot of fun in the 'G.O.' and I'm going to miss you all more than I can express," he added, with the parting shot: "get those invoices in on schedule!"

The evening closed with three resounding cheers and a tiger, after which the guests of honour were kept busy with the hearty handclasps of all present.

Thank You for Your Friendship...!

In this issue we again honour a group of retiring Eatonians whose qualities of loyalty, enthusiasm and thoroughness have enriched the service of this store down the years. We say to them: "Whether you served in high administrative posts, on the selling front, or in the simpler forms of work, we cherish your friendship and thank you for many kindnesses beyond the line of duty. May your years of well-earned leisure be sunny ones, filled with zest and absorbing new interests!"

* * *

Mr. R. D. MacLean Honoured by His Staff

On the occasion of his recent retirement, a handsome silver tray suitably engraved and with matching bucket and tongs was presented to Mr. R. D. MacLean by the staffs of the general office and associated offices under his supervision.

The modest-mannered "R.D.," as he is popularly known throughout the Eaton organization, had requested that there be no "fuss and feathers" on his departure. He evidently wished to leave his office on that occasion just as though it were the end of another day.

While respecting their chief's wishes, representatives from his various offices gathered together and decided to quietly present Mr. MacLean with a memento to mark his long and distinguished career with the Company.

On the eve of his departure for the south, Mr. MacLean sent a message of thanks to all the members of his staff "for their thoughtfulness in sending him this beautiful gift."

Best wishes, "R.D.," from your many friends! Those who know your sportsman's love of the click of a reel and the sting of fall winds in the marshes add: "Good fishing and good hunting in the lengthening outdoor days ahead!"

* * *

G. O. Walk In on Walter!

Mr. McNaught Gets Surprise Party

Contacts' General Office Correspondent Writes:

"As the 30th anniversary of Mr. Walter McNaught (head of department, general office) and his retirement from active business came within a few days of each other . . . and having been told by the modest Mr. McNaught in polite but no uncertain terms, 'no party,' we were kind of stymied for a while.

"To overcome this impasse, some twenty-two members of the staff called at Mr. McNaught's residence on January 21 and stood him to a surprise party. And we mean surprise! Walter just about collapsed when he saw the gang walk in bearing cokes and refreshments. And then came a delighted and friendly grin. A charming evening was spent with games and songs—especially the old Scotch favourites. Thanks a million, Mrs. Mac, for your co-operation.

"The next morning, on the occasion of his 30th anniversary, Mr. Forbes Grassick, on behalf of the staff, made a going-away presentation to Mr. McNaught. In as few words as possible, Mr. Grassick presented him with a 'Val-a-Pak' bag, which we hope will come in handy on that long-awaited trip to the deep south. It was the first time we have ever seen Walter stuck for words. Anyway, he managed to say 'thanks,' and that's enough for us. Our very best wishes to Mr. and Mrs. McNaught and a happy retirement!"

Good Luck, Good Health and Sunny Years Ahead!

*

(Reading from top to bottom on this page)

GRACE MADDER (misses' dresses), 33 years. Retired February 1. Presented with an upholstered chair by Mr. J. A. Ferguson, supervisor, at a luncheon held in her honour at Moore's Restaurant. She also received many individual gifts.

JOHAN PETERSON (carpenter shop), 10 years. Retired January 21. Presented with a fishing rod, reel and line by Mr. C. S. Blenkhorn, head of department. Was also honoured with a luncheon held at Moore's Restaurant at which 50 were present.

HENRY LEE COOK (left) (men's clothing), 22 years. Retired February 1. Presented with a suit of clothes by Mr. E. Martin, supervisor.

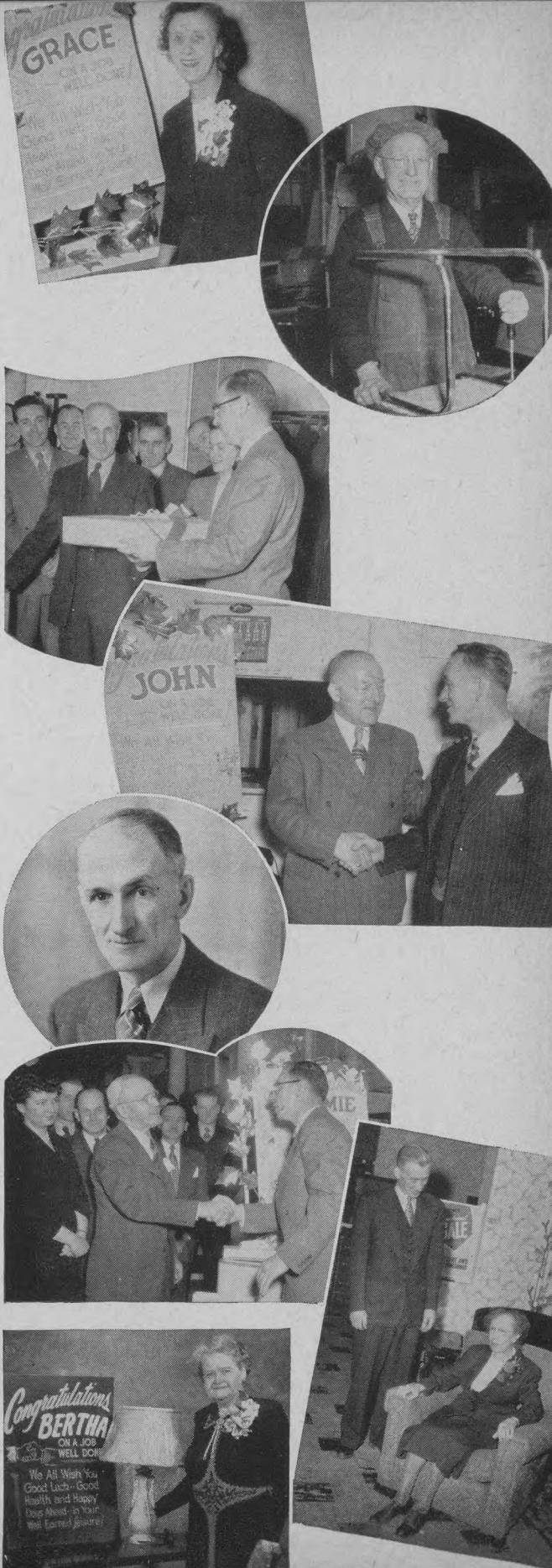
JOHN KOONING (left) (customers' decorating), 10 years. Retired February 1. Presentation will be made at a later date. Seen offering best wishes to Mr. Kooning is Mr. J. Morrison, head of department.

WALTER H. FOGG (superintendent's office), 24 years. Retired January 21. Mr. Fogg was presented with a parting memento from his associates.

JAMES KIRK (left) (fitter, men's clothing), 13 years. Retired February 1. Presented with a mantel mirror by Mr. E. Martin, supervisor.

JEAN D. STODDART (bottom right) (economy home furnishings), 25 years. Retired February 1. During a dinner in her honour held at Moore's, Miss Stoddard was presented with an easy chair by Mr. S. H. McNeill, head of department (left). She also received many individual gifts.

BERTHA McLEAN (bottom left) (alterations), 9 years. Retired January 21. Presented with a table lamp, kid gloves and nylons by Mr. J. A. Ferguson, supervisor.





Good Luck, Good Health and Sunny Years Ahead!

(Continued)

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(Reading from top to bottom on this page)

EDWIN (TED) WHITAKER (left) (customers' decorating), 10 years. Retired January 21. Mr. Whitaker is being extended best wishes by Mr. J. Morrison, head of department. Presentation to be made later.

DONALD MCKINNON (women's shoes), 26 years. Retired January 21. Presented with a club bag during a party held at "Peggy's Pantry" on Friday, January 17. Mr. C. R. Graham, supervisor, did the honours. Mrs. McKinnon, pictured with her husband, received a bouquet of red roses.

WILLIAM THORPE (left) (western packing office), 8 years. Retired January 31. During a dinner held at Moore's Restaurant, January 20, Mr. Thorpe received a token of a toy plastic chair, with a bouquet of roses for Mrs. Thorpe. Then the following day he was presented with an easy chair by Mr. F. W. Frogley, head of department (right).

STEVE ZIELINSKI (men's clothing workroom), 24 years. Retired January 21. Presented with a station wagon coat by Mr. E. Martin, supervisor, while his wife received a set of dishes.

JOHN MORRIS (head of department, basement shoes), 20 years. Retired January 21. Mr. Morris was honoured by his associates at a stag in the Valour Road Legion Hall, when he was presented with an easy chair and stool by Mr. M. L. Taske, group manager. Then on his retirement day he received a saw, hammer, screwdriver and other small tools presented by Mr. W. McCormack, head of department. Many individual gifts, wires and letters were also received.

ANNA VARCOE (mail order millinery workroom), 29 years. Retired January 21. Presented with a gold wrist watch and flowers by Mr. L. E. Christie, assistant. Also honoured at a dinner held by the girls of the department at the Homestead, during which she was presented with a mantel radio by Miss Edna Green.

CECILIA STONE (bottom left) (alterations), 20 years. Retired January 21. Presented with travelling bags by Mr. J. A. Ferguson, supervisor, and is planning to use them on her trip back to England.

ROBERT MACGREGOR (left) (delivery), 23 years. Retired January 21. Presented with an easy chair by Mr. C. Tucker, supervisor.

Good Luck, Good Health and Sunny Years Ahead!

(Continued)

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(Reading from top to bottom on this page)

FRANKENA MACRAE (shirt factory), 29 years. Retired January 24. Presented with a black leather wallet by Mr. R. M. Jackson (left), head of department. Also received many individual gifts.

JOSEPH F. ROSS (men's clothing workroom), 7 years. Retired February 1. Presented with a party memento by Mr. A. Buzzia, assistant. A party was also held in his honour at the Credit Union Hall, St. Vital, on January 31, when he received many individual gifts.

URSULA ROBERTS (mail order exchange), 6 years. Retired February 1. Presented with a black handbag, brooch and flowers by Mr. G. W. Robinson, head of department. Miss Isobel Grodon presented her with a string of pearls during a dinner in Miss Roberts' honour at the Homestead.

LOUISE DUMONTIER (cashiers), 30 years. Retired February 1. Presented with a travelling trunk, mantel radio, bedroom slippers and flowers by Mr. J. H. Keys, head of department. Also received a handbag and cups and saucers from 1100 department where she was a cashier, as well as many individual gifts.

FLORENCE BARRETT (1100 staff), 23 years. Retired January 24. Presented with a mantel radio by Mr. J. D. Laing, supervisor.

JENNIE CURRAGH (employees' lunchroom), 9 years. Retired January 28. Presented with a mantel radio by Mr. J. D. Laing, supervisor, and many individual gifts.

REBECCA MACRAE (shirt factory), 28 years. Retired January 24. Presented with a black leather wallet by Mr. R. M. Jackson, head of department, as well as many individual gifts.

ARTHUR BAXTER (photographic workroom), 25 years. Retired January 21.

OLIVE STEVENS (photographic workroom), 13 years. Retired January 21. Both Mr. Baxter and Miss Stevens received parting gifts from the department. Mr. Baxter's gift was a black leather wallet while Miss Stevens received a black leather purse, presented by Mr. Ernie Morey, head of department.





Good Luck, Good Health and Sunny Years Ahead!

(Continued)



(Pictured at top left)

The following five men from service meats were honoured by their fellow workers upon their retirement on January 21: **ALBERT HORTON** (left), 26 years; **HAROLD BENTLEY** (second), 27 years; **ARTHUR CLARKE** (fourth), 29 years; **CYRUS McLEOD** (fifth), 26 years; **JAMES S. MILLER** (right), 7 years. Each received a parting tribute from their department, presented by Mr. W. Hodgson, supervisor (third in picture). Mr. Horton received a wrist watch, Mr. Bentley a mantel radio, while Mr. Clarke was presented with a mantel clock. Mr. McLeod also received a mantel radio, and Mr. Miller was presented with a wallet.

(Reading down at left on this page)



The dress goods department held a dinner at the St. Regis on January 17 in honour of three members of that department who retired January 21: **CATHERINE JOHNSTON** (second picture), 26 years; **EDITH THORNTON** (third picture), 14 years, and **GUDBJORG SIGURDSON** (fourth picture), 20 years. In each case Mr. P. E. Odell, head of department, made a presentation on behalf of the department (pictured in each case). Miss Johnston received a record player, Mrs. Thornton a mantel radio, and Miss Sigurdson a travelling case and overnight bag.

MINNIE KEEGAN (millinery), 23 years. Presented with a Westminster chime mantel clock and gardenia corsage by Mr. F. O. L. Wicks, supervisor. A party in honour of Mrs. Keegan and Miss May Wallbank (pictured below) was held at Mr. Wicks' home on January 20, where the presentations were made.

SYBIL ROBERTSON (in circle) (stationery), 20 years. Presented with a lace tablecloth and silverware in the "Coronation" pattern by Mr. S. C. Florence, head of department.

MAY WALLBANK (millinery), 23 years. Presented with a gold watch and band by Mr. F. O. L. Wicks, supervisor. She also received many individual gifts.



Top Row—Left: Mr. John Morrison (store manager), Mr. W. Hodgson (supervisor, meats), Mr. and Mrs. George Banner, Mrs. Morrison. Right: "Let Me Call You Sweetheart" was the song, and Mr. Banner gallantly saluted the "light o' his life." Lower Row—Left: Two views of the Portage staff with wives. Right: A quartet gives out with "When Irish Eyes Are Smiling."

Portage Eatonians' Annual Party

Mr. and Mrs. George Banner Are Guests of Honour

A country-style turkey dinner was the piece de resistance at the annual staff party of our Portage la Prairie foodateria and heavy goods, held on Wednesday, February 1, at the Mayfair hotel. Mr. John Morrison, store manager, presided. Special guests of honour were Mr. George T. Banner, head of the meats section, and Mrs. Banner. The dinner also marked Mr. Banner's retirement after nearly 20 years with the Company.

Four Winnipeg Eatonians were present: Mr. W. Hodgson, supervisor of meats for the western division; Mr. G. B. Douglass, head of department groceries; Mr. Clayton Tucker, supervisor of delivery, western division; and Mr. W. E. C. Hurlburt, Contacts' editor.

As a token of remembrance, an easy chair and matching footstool were presented to Mr. Banner by Mr. Hodgson on behalf of the Portage staff. Mrs. Banner also received a lovely bouquet presented by Mrs. John Morrison.

"Mr. Banner," declared Supervisor Hodgson, "is one of the best butchers in the west—they don't make them any better." To this warm tribute Mr. Morrison added: "George Banner has always supported me 105% and it has been a great pleasure to work with him."

Expressing his thanks for the kind tributes and the lovely gift, Mr. Banner added: "I have greatly enjoyed working with Eaton's at Portage for the best years of my life."

(Continued on Page Thirty-Seven)



Left: The gang takes time out from their festivities to pose with the groom.
Mr. Bodnar is standing in the centre of the picture.

Right: Mr. Ed Martin, supervisor (left), presents the honour guest with a gift from those assembled.

John Bodnar Feted by Men's Clothing Associates

A stag honouring Mr. Johnny Bodnar, a recent groom from the men's clothing department, was held Monday evening, February 13, at the home of Mr. Ed Martin, supervisor.

Thirty of the fellows turned out to wish Johnny every happiness in his married life and to present him with a mix-master as a token of their esteem. Mr. Martin made the presentation.

Mr. Bodnar was married February 15 to Laura Lavoie at a private ceremony. The reception followed at Moore's. Best wishes for a happy future, Johnny.

Radio Staff Has Gala Time at Annual Dance

The topic of conversation in the radio department on Tuesday, February 14, was the wonderful annual department party and dance held the previous evening in the Smith Hall, St. James.

Over 60 were present for the festivities including refrigerator, radio and piano staffs with their partners. The order of the evening was dancing and music was provided by a P. A. system run by Johnny Curle. Two skits featured as a floor show added a hilarious touch to the proceedings. The first, a harem number, is pictured below. The second was performed by Ted Cox, Bud Wall and Vic Stilwell.

Kay Patterson is extended a vote of thanks for the capable way she took charge of arrangements. Also in line for bouquets are Deborah Tibbs and Joyce Cook who looked after the refreshments and had a wonderful time doing it. All in all the party was very much enjoyed!



Picture at left: A "look in" on one of the hilarious skits of the evening. From left to right: Deborah Tibbs, Betty Pritchard, Bill Patterson, Nancy Davidson, Kay Patterson and Doris McGuigan at the piano.

An actor started a quarrel with an unknown man at a cafe. The quarrel went on and on, and finally the actor got so angry that he jumped up, flung his visiting card down on the table, and walked out.

The other man picked it up, read it, pulled out his fountain pen and wrote on it: "Please admit bearer," walked off to the theatre where the actor was appearing and got himself a free seat.

* * *

Little Mary's father had denied her a pleasure which she had expected to enjoy. That night, when she said her prayers, she concluded with the petition: "And please don't give Daddy any more children. He don't know how to treat those he's got now."



EATON ANGLING CLUB

Membership 1950

ANGLING CLUB NEWS

About 35 angling enthusiasts braved the icy blasts Monday, January 30, to attend the monthly meeting of the Eaton Angling Club, which was held in the Board Room of the Winnipeg Free Press.

After viewing several interesting colour films of fishing in Jasper Park and Quebec Province, an especially interesting and instructive film on handling a canoe on portages and in fast water was screened.

The frigid weather outside was forgotten while the devotees of Isaac Walton watched the fishermen fill their creels with big beauties.

Ernie Fletcher then gave some of his side-splitting impersonations interspersed with good stories.

A short business meeting followed, at which the above executive was elected to office and plans made for the coming season. Tentative plans call for an outdoor exhibition of fly-fishing as soon as the weather permits; the annual trip to Shoal Lake, May 24; and bus trips to various fishing spots for week-ends and holidays.

Student: "I went to Fishermen's Wharf—I like the mackerel fine, but I don't like the smelt."

Teacher: "You don't know your grammar."

Student: "You don't know Fishermen's Wharf, either."

* * *

"I don't like the looks of that codfish," said a fussy customer haughtily.

"Well, if you want looks, why don't you buy a goldfish," retorted the fishmonger.

The careful shopper in a fish market inquired as to the freshness of the fish she was considering.

"Fresh, lady?" reproached the owner of the market.

"Why this fish breathed its last just as you came in the door."

"And what a breath it had," answered the shopper, who had done business with him before.

"SAVE FOR SALVAGE . . .!"

The Patriotic Salvage Corps is a Non-Profit Organization Which Benefits Charitable Causes and Community Clubs

Just a reminder to let you know that the Patriotic Salvage Corps is still in existence and needs your co-operation for continued successful operation.

For a little over ten years, the Salvage Corps has been a community builder by picking up your salvage and sorting the articles of value and turning them over to maintain our industries. It is controlled by a group of public-spirited business men and women who have given their time to the betterment of your community life. *The moneys which are made from your salvage are turned over to charitable organizations and community clubs throughout the entire city.*

The support that the Salvage Corps has received since its birth has been most gratifying. However, we do not want you to be of the opinion that because we are at peace, salvage is not a necessary item on your list. So, place out now on your boulevards such valuable items as clothing, furniture, glass, china, rags, metals, rubber, magazines, paper, fats (in bottles), etc. If you are not sure of the pick-up day in your area, please contact the Salvage Corps, 24 202.

Keep reminding yourself, your neighbour, your friends of the important factor of our slogan—"Save for Salvage." No article is too small or too large that cannot be put to some valuable use. The Salvage Corps must obtain your salvage to keep going as one of Winnipeg's most interesting enterprises.



Curling Champions of 1100 Department
Seated: Skip Johnny Haak. Standing, left to right: Mrs. I. Best, Mrs. Y. Brakstad, Mrs. I. Valley.

Consolation Runner-up was George Fox, skip, with Alice McLeod, Margaret Williams and Agnes Schops.

It was 1100 department's largest 'spiel on record with 28 rinks competing. Jack McSloy and committee did a fine job on the arrangements.

Games were played during three Wednesday afternoons in January at the Transcona Rink.

* * *

Runners-up For Elders Trophy



Standing—Ann Toews, Vivian Roberts, Minnie Reimer. Seated—Mel Heidrick, skip.

The Quick and the Dead

Charles Dillingham and Florenz Ziegfeld were among the pallbearers at the funeral of Houdini, the Man of Mystery. As they lifted the elaborate casket to their shoulders, Dillingham whispered to Ziegfeld in a sepulchral tone:

"Suppose he isn't here!"

—Clipped

Three Times Champion!

Johnny Haak Wins 1100's Curling Classic

For the third time in a row Skip Johnny Haak, tall, blonde and handsome baker, won the Elders memorial trophy, emblematic of the championship of 1100 department's bonspiel. Lending Johnny able support was his bakeshop crew comprising: Yolande Brakstad, Irene Best and Isobel Valley.

The Runners-up

Skip Mel ("Hard Luck") Heidrick (who at one period in the 'spiel led Haak by a substantial margin) was the runner-up. Valiantly assisting Mel were Ann Toews, Vivian Roberts and Winnie Reimer.

Consolation Winner—Skip Leo ("Close-Shave") Barber copped the consolation event, assisted by Kay Ryback, Ruth Irving and Dorothy Derkson.

Tyros Trim Crack Curlers

A number of lopsided scores added fun and excitement to this big annual event. Indeed, some veteran curlers had to take a lot of friendly ribbing when greenhorns came from behind to give them an unexpected but decisive trimming.

And now this big, friendly group of lunchroom, restaurant and bakeshop Eatonians are looking forward to their annual curling wind-up at the Valour Road Legion Hall on March 4, when there will be the presentation of prizes, dancing and a bang-up good time for all!

McKnight Club Champion

106 Rinks Busy with "Besom and Stane" at Eaton Men's Curling Club Rink

In the No. 1 8 o'clock club group, the Bill McKnight foursome became the aggregate winners and club champs. They are also champs of "A" class in the same group.

"B" class champ: Andy Duncan.

"C" class champ: Bill Kittson.

"D" class has not been decided as yet; if Julius wins over Spencer he will play McDonald for top honours.

Group No. 7: George Agnew is champ.

Group No. 4: W. Hay is champ.

Group No. 5: Jim Stuart and Andy Duncan will play for top spot.

As we go to press the boys have started battling for the McGee Memorial (store championship). Aye, it's a grand game and Eaton curlers are certainly enjoying the conveniences and comforts of their own rink!

How To Live Longer

Drive Slow, in Rain, Sleet or Snow!

Despatch Curling Club News

By P. Milne (127)

That energetic and friendly group of curlers from the despatch celebrated their curling "lay-off" during the bonspiel by holding a social evening at the Norwood Orange Hall on Wednesday, February 8. As is ever the case when the gang gets together, a grand time was enjoyed by all and the hall is probably still vibrating from the festivities. Our ever-reliable standbys, Hugh Pichen and Alex MacKenzie, supplied us with plenty of pleasing musical entertainment and, led by the twinkling feet of Danny Hughes, we whirled and twirled the night away.

Special thanks are due to Dave Deally and his entertainment committee for a job well done; also to all those who brought the scrumptious eats. Their efforts were much appreciated and we are eagerly looking forward to more of the same.

Back to the ice lanes, we find Sigvaldason and his rink, comprising Bill Patterson at 3rd, Ken Merritt at 2nd and Al Derraugh, lead, on top of "A" group with 7 wins and 2 losses, closely followed by Harry Lake with 6 wins and 3 losses. Gillies and Brand are tied for third slot with 5 wins and 4 losses, while Shimmens and Stonehouse are bringing up the rear with 3 for 6 and 1 for 8, respectively.

In "B" group, our genial president and ace story teller, Bill Evans, and his cohorts, Jim Salmon, Art Creak and Frank Phillipott, ran away from the rest of the pack with 8 wins against 1 defeat. Next comes Milne with 5 wins for 4 losses, followed by



Jaeger and Price who are tied at 4 for 5. Johnstone and McFadden bring up the rear with 3 for 6.

This year the top three teams in each group will fight it out for the McClure trophy, while the bottom three will battle it out in the consolation event. There will be some powerful teams in the main event, but this corner predicts a dark horse will win. Not mentioning any name, but know of one rink which has already bought silver polish and rag.

Team Standings

	"A" Group	W.	L.	"B" Group	W.	L.
Sigvaldason . . .	7	2		Evans	8	1
Lake	6	3		Milne	5	4
Gillies	5	4		Jaeger	4	5
Brand	5	4		Price	4	5
Shimmens	3	6		Johnstone	3	6
Stonehouse	1	8		McFadden	3	6

Invasion "Bluebird"

La Riviere—Some Praise It—Some Don't

Well, the trains finally started running to the hill (this is a debatable point), and the club invaded this scenic territory. The weather on this, the first outing, was really away below. The Bluebirds, however, really enjoyed the skiing, that is, those who had skis left to ski on. The opinion of a few is that Henry Gilbert was out planting stumps on "skokie," as Monday morning saw quite a gathering in the ski department of the sporting goods all studying various types of skis.

One of the next activities of the club was a beau-ti-ful day at Lockport. "Off parkas and sweaters" was the rig of the day, and it was really one of the most enjoyable days we have had for skiing.

The ski train which was sponsored to Kenora, January 29, was another one of the better efforts of organization in the club. Those who watched the eliminations for the Ski Queen selection will be glad to know that Valorie Lord of the Winnipeg Ski Club, not only captured the Ski Zone throne, but also captured top honours at Banff.

Wednesday, February 1, skiing at Puffin was enjoyed by many, but Friday, February 3, the evening ski at Lockport can best be described in one word, "wow." Skiing was really in its prime and so were those who skied. February 18 saw us take over Kenora and from every angle it was an all-out effort.

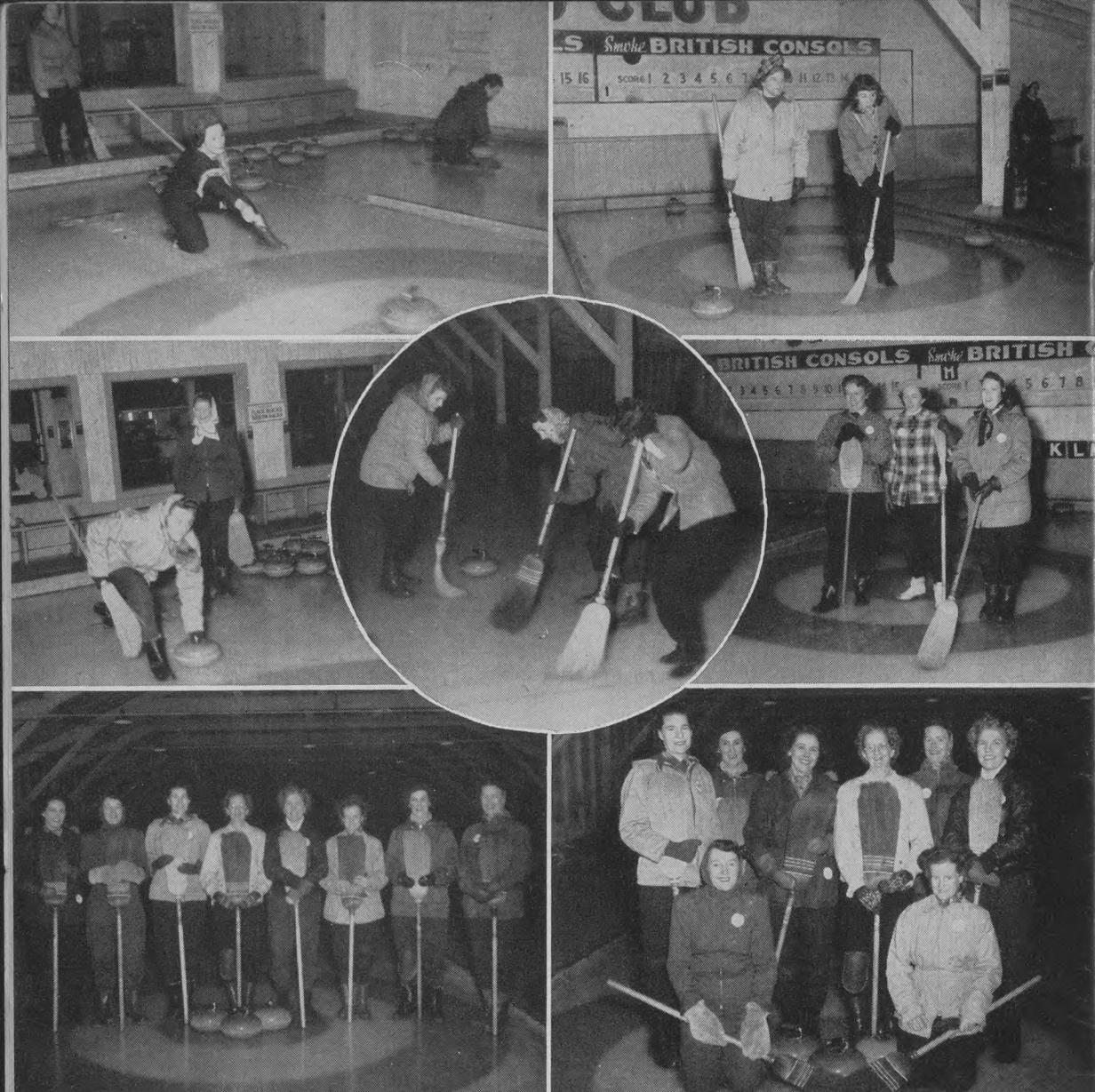
Enthusiasm is running high in those who can ski and those who are learning. If you haven't been to any one of the club's activities, you are missing one of the better times of your sporting life.

THE PROBLEM OF GOODNESS

One of the best sermons I have ever heard was delivered by a country preacher in a little country church. He said: "People talk to me about the problem of evil, but I will tell you an even greater problem: the problem of goodness. How do you account for the fact that in such a world as this there should be so much self-sacrifice, so much unselfishness, so much love? By what miracle has man, who only a few thousand years ago was living on the level of the beasts, risen to a point where he will literally 'lay down' his life for his family, for a cause, for a friend?"

As the years accumulate do you find yourself more sympathetic and tolerant, with a higher reverence for the nobility of your fellow men? That is the essential test of growth.

—Bruce Barton in *The American Magazine*



(Photos by Eaton's)

Top Row—Left: Cynthia Avery-Jones lets go of a fast rock as Grace Sim looks on. In the background, Rita McBurney prepares to get her own rock under way. Right: Helen Mackay and Veronica Walsh are all prepared to sweep one in.

Second Row—Left: Mona Johnston watches as Marion Smart gets away a good rock. Centre: Sweep hard, girls! In action are Aldous Benjaminson, Clara Greenwood and Veronica Walsh. Right: It's just a wee bit of rest for Sig Breckman, Kay Shore and Connie Murton.

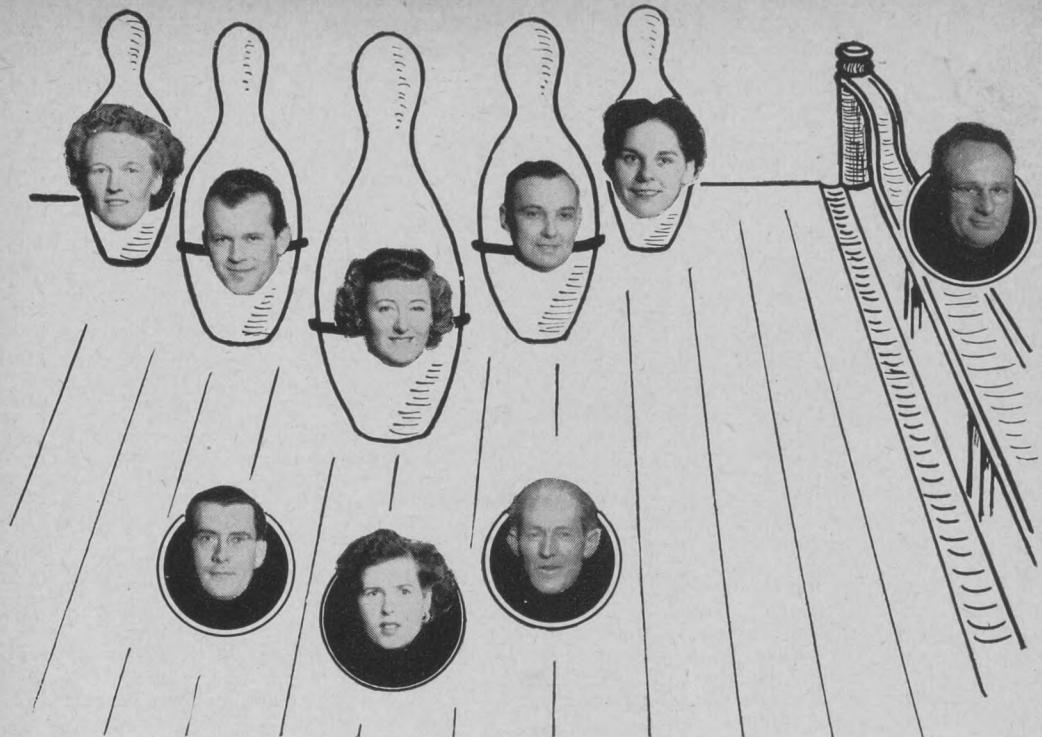
Lower Row—Left: A line-up of the executive—Mary Ewing, Ethel Smith, Madeline Doyle, Ruth Bardal, Mary Moore, Ruby Fraser, Louisa Maughan and Clara Greenwood. Right: Another informal grouping of the "brass"—Madeline Doyle, Louisa Maughan, Mary Ewing, Ruth Bardal, Clara Greenwood, Mary Moore. In front are Ethel Smith and Ruby Fraser.

Women Curlers to Have Three New Trophies

When the annual inter-club competition of the Eaton women curlers gets under way this year, there will be three beautiful new trophies that the girls can vie for. The donors of these trophies are: Mr. James Johnston, supervisor, mail order operating; Mr. and Mrs. A. D. MacDonell, supervisor, employment; Mr. and Mrs. B. C. Scrivener, former store superintendent.

This brings to four the number of trophies now available for women curlers' competition in the Company rink. The Florence Wilson trophy has been in competition for several years.

In the meantime, the girls are keeping up their play and getting into trim for the competitions. On Saturday evening, February 11, the club was entertained by the Selkirk Ladies' Curling Club. An evening of curling followed by square dancing and refreshments was greatly enjoyed by all.



Top Row—Left to Right: Hazel Tarry, Tommy Byachek, Betty Greenwood, Pat Fellows, Kay Dorge and Tommy Williams. Lower Row—Bob Simpson, Dorthea Hardiman and George Huntington.

PIN-BOY CHATTER

Bowlers! These Pins Are Still Standing!

Featured above in the five-pin illustrations, are some of the high score records set up in the early part of the season in series number one, and which are still to be bowled over. Better hurry it up gang: there's only part of a series left in which to conquer these steady hurlers.

Mr. Pat Fellows (Div. 1), high single.....399
 Mr. Tommy Williams (Div. 2), high three.....911
 Miss Betty Greenwood (Div. 3), high single..369
 Miss Hazel Tarry (Div. 4), high single.....355
 Mr. Tom Byachek (Div. 6), high three.....827
 Miss Kay Dorge (Div. 6), high single.....326
 Miss Dorthea Hardiman (Div. 7), high single..329
 Mr. Bob Simpson (Div. 8), high single.....364
 Mr. George Huntington (Div. 8), high three....794

As we go to press, the excitement of series number two has subsided somewhat, and those of us who still have not reached the roll-off honour positions have taken on the attitude of "now or never" in series number three. It's the home stretch you're on and it's been a tough race all the way, as shown by these final results:

Division 1—Bill Stewart's Set-Ups rolled convincingly to take the second series' honours by taking a final three from Scotties. Sparklers were one down. Helping to make division one look the best lately have been Jack Wood 841, Bill Stewart 798, 712, Tom Scott 710, 679, 697, Jack Collett 733, 667, Eve Turner 707, Vera McCaw 724, Nita Miller 711, 702, Edith Hull 651, 600, and Donna Ducharme 616, 656.

Division 2—Clarence Saunders' Lafalots laughed their way into a roll-off berth by taking two final games from the second place Sport Togs. Clarence has been sparkling his team with such scores as 617, 639 and 758. Also on the charmed list have been Bill Robertson 834, 703, 752, Gord Quinn 808, 693, 684, Art Wright 685, 695, Al Farquhar

762, 606, Dave Mackie 634, 614, Marion Waldie 713, Helen Cancilla 775, 650, Mary Moore 773, Bertha Selner 688, 609, E. McDougal 635.

Division 3—R. Morrison's Maybees with a sweep of three games stayed ahead of the Drivers, Boopers and Skippers. Bill Liver was back in form with 730, 654, while Gil Rosie 711, Guy Cancilla 704, 633, and Ed Anderson 688, 627, were doing well. Ruth Baldwin tops the ladies with 735, 650, along with Bessie Valentine 607, 655, and Doris Farrington 695, and Gladys Morris 634.

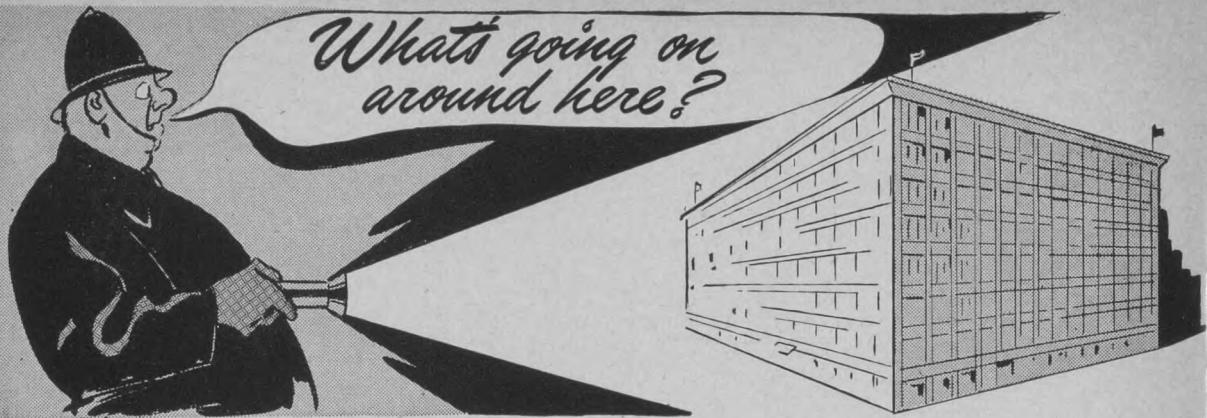
Division 4—George Murray of Calgary will be glad to hear that his famed Nationals made the grade by coming from behind to stay one up on the Selects. Much credit should go to Julia Prudocky with scores like 722, 768, and Basil McAlpin 716, 619. Other highlight scores have been Jack Hunter 705, 702, Jack Woodhouse 676, Frank Frampton 670, 657, Hazel Tarky 627, 624, Ann McCaffrey 634, and Frank Swonnell 607, 629.

Division 5—Fixers took their second series comfortably but by virtue of total pins, Percy Cook's Alley Byes won the roll-off berth from Ted Black's Blazers. Records were broken left and right with Percy's new three-game 874, Ann Barnicki's 375 (655) and Marg Mundrick's high three of 874.

Top notch scorers were Jim Torbet 735, 678, Ralph Wicklund 705, Betty Stevenson 667, Kay Chisholm 642, and Bob McQuarrie 667.

Division 6—Another close race saw the Raiders come out on top by 15 pins in their last game. B.—

(Continued on Page Thirty-Seven)



BASEMENT STORE

News From Basement Meats

Congratulations to Mr. and Mrs. Les Povey, who are the proud parents of a son, Ronald Leslie, born January 26. (Mrs. Povey was formerly Patricia Sturk who was with our staff.) Many thanks for the cigars and chocolates.

We are sorry to report that Ann Shymanski is still hospitalized but is recuperating splendidly. Glad to hear you are able to get around a bit, Ann, and hope we'll see you back very soon.

The girls of the department held a surprise shower for Miss Evelyn Notation, who was married at the end of February. The party was at Mrs. Michie's home in St. Vital and proved to be a lot of fun. The honour guest was presented with a basket of gifts during the evening. Our best wishes to you, Evelyn.

News From Children's Shoes

The staff of the children's shoes gathered at 5 o'clock on January 27 to say good-bye to Jimmy Watt and Allan Paradis, who have left the Company. As parting gifts, each received a pen and pencil set, presented by Mr. Norm Phillips, head of department. Best wishes, Jim and Allan.

Three of the boys of the department challenged three staff members of the men's shoes to a bowling tournament recently. Who came out on top? The children's shoes' team—so congratulations to the winners: George Morris, Holt Boyd and Will Saunders.

* * *

MAIN FLOOR

Books and Stationery News

Best wishes are extended to Joyce Hedberg (literature guild) on her engagement to Mr. Len Lundman.

Eva Cram (fountain pens) has been on the sick list for some time. We hope she will soon be well and back with us.

A HAPPY OCCASION FOR BOB AND GLADYS

Bob Oliver, now head of department, women's coats and suits, and Mrs. Oliver were among those honoured during a staff dinner held by the dress goods on January 18 at the St. Regis. Formerly assistant with the dress goods, Mr. Oliver was presented with a brief case by Mr. Phil Odell, head of department, on behalf of the staff, while Mrs. Oliver received a lovely table lamp.

"As a token of appreciation for all you have done for the management and staff of our department, and to wish you every success in your new position," said Mr. Odell.



Marjorie Preston (books) is off on a motor trip to Florida which will last a few weeks. Hope you have a wonderful time, Marjorie.

Thanks to the staff of mail order stationery for the invitation to help celebrate James Thom's quarter century with the Company. (He used to be with our department before crossing the street.) The refreshments were wonderful, the music grand and it all added up to a swell evening of fellowship. We should get together more often.

All our bowlers must be doing well. For the last few Wednesday mornings we have heard no moans! We're keeping our fingers crossed.

News From the Notions

Well, the engagements really took place thick and fast in this department. Both Isabel Russell (office) and Joan Jones are sporting lovely sparklers. And there is a gleam in Don Stevenson's eye which is a reflection from the lovely ring he placed on the third finger, left hand of Bertha Gunlaugson (foodateria). Don is with our stockroom staff. Best wishes to all of you!

Miss Phyllis Graham left the department February 1 for Toronto, where she will study dress designing. Much luck in your new career, Phyllis.

* * *

SECOND FLOOR

Some of the best bowlers are not in the big-time leagues. This would be very evident to you if you chose to visit the Bowlarena some Wednesday at 1 o'clock when 24 of the fancy goods gals and boys hold forth under the capable supervision of our secretary, Miss Minnie Ritchie. The gang is quite enthusiastic about the game and really bowl them over. "Many a bowler is born to blush unseen, down at the Bowlarena."

Our sincere sympathy is extended to Mrs. A. Dawson whose brother passed away during January at Dayton, Ohio.

What! A New Egg Record?

With all the newspaper stories these days about the egg-eating champions from east to west, the fancy goods department thinks it's about time they got into the swim with a story of their own.

It seems that Miss Marg Keane of that department has set somewhat of a record of her own. Marg, who is very fond of eggs, in fact we might say extremely fond of the hen fruit, has been eating two eggs a day for as long as she can remember. Come high prices or low prices, Marg never misses. This means that in one year Miss Keane puts away slightly over 60 dozen eggs.

It doesn't matter whether they are scrambled, fried, poached, boiled or otherwise, Marg likes them any way. Quite a challenge to any egg eater!

The scribes and poets in the fancy goods section have come up with the following masterpiece dedicated to one of their number, Bob Herriot, on his recent engagement to Miss Mary O'Sullivan.

Eliminated

At last the name of Herriot
Is now upon the wane,
No longer is Bob eligible
To be any young girl's swain.
Bob popped the question recently
And has fallen pretty hard;
We hope it's an early wedding,
That his *beauty* won't be marred.

By that we mean Bob's thin on top
And time won't help the little he's got.
Sincerely, Bob, all jokes aside,
The best of luck to you and your bride.

* * *

THIRD FLOOR

Meat Department News

Vic Kalyn of the department is engaged to Gladys Kurz (men's furnishings). He gave her the ring on February 10 and the young couple are planning a fall wedding. Best wishes to both of you.

We were glad to see Bill Baker around again when he dropped into the department to see everybody. Hope you'll be back on the job soon, Bill.

Mrs. Ted Hiscox's home was the scene of a pretty shower for Annette Witrowitch on February 9.

MILLINERY HOLDS PARTY

On January 20, the staff of the millinery department gathered at the home of Mr. F. O. L. Wicks, supervisor, to honour Miss May Wallbank and Mrs. J. Keegan on their retirement (see write-up on page 26). Each received many lovely gifts, among them two novelty hats prepared as a memento of their days in the department. Shown from left to right in the picture (at right) are: Mrs. Clint Anderson (Mrs. Keegan's daughter) seated at tea table, Mrs. Eva Watson, Mrs. Helen Carter, Mrs. Alf Chalmers, Teddy Wicks (partially hidden), Miss Gladys Hollander, Miss Vera Hancock, Mrs. May Newsome, Miss Elsie Vermeulen, Miss Wallbank, Mrs. Keegan, Mrs. Mae Lane (hidden behind Mrs. Keegan), Mrs. Rose Tooth and Miss Verla McMillen. The evening was climaxed by a buffet supper.

Annette (meat office) is a bride-elect of the month and she was presented with a lovely pair of boudoir lamps from the girls. A most enjoyable evening was topped off with a scrumptious lunch.

Annette was also presented with a mantel radio by the meat department before she left. Her marriage to Bill Derkach took place on Saturday, February 18.

We extend a warm welcome to Margaret Taylor who is now with the meat office. Margaret was formerly a member of the Alexander warehouse stove office.

* * *

FIFTH FLOORDepartment 1100 News—*By Mrs. E. Lavers*

Best wishes to Eileen McKinnon who is recuperating from an illness. Hope you'll be back soon! Also to Mrs. Dinah Sales who is ill. We're glad to see Mrs. Christine Glanfield back after a bout of frostbite.

Best wishes to Irma Koks (grill room kitchen) who became Mrs. Kivioje on January 27. Hope you'll be very happy, Irma.

Kay Foster (printing plant cafeteria) received a beautiful diamond on New Year's eve. The lucky fellow is Douglas Attwood (mail order furniture warehouse). The wedding will take place some time in June.

* * *

SIXTH FLOOR

The transportation office extends congratulations to Mr. Dick Ebbitt, who is a proud new father. His son will be named James Richard, and first saw the light of day in Grace Hospital. Dick's wife, Marjory Ebbitt, was formerly with the sportswear department.

Our sincere sympathy also, Dick, in the recent death of your mother.

General Office Flashes—*By T. Rand*

Our best wishes are extended to five new diamond girls of the department: Pat Buckingham, Betty Anderson, Shirley West, Marie Coghlin and Lillian Eineron. Each is sporting a lovely ring on that all-important finger. Pat is engaged to Ray Goodman, Betty to Ross Troott and Shirley to Allan Arnason. Marie received her ring from Eddie Merchant and Lillian from Alex Ritchie. A happy future is wished to all of you!



CONTACTS

Congratulations to Mrs. D. Knipe, a former member of our department, who recently gave birth to a son, John Derek.

We are glad to welcome back Wilma Cole and Bertie Kimmers, who have been on the sick list. We also send greetings to Audrey Baldwin and Dorothy Adams who are ill, and wish them a speedy recovery.

Our best wishes to Mr. W. A. McNaught, Mr. R. D. MacLean and Mr. W. Benson, who retired recently. May you have much happiness in your years to come!

As we go to press, Mr. John Brown, assistant, general office, is on the sick list. Hope to have you back with us soon, Mr. Brown!

The sincere sympathy of the paint department staff is extended to Miss Daisy Ross and her family in the recent loss of their mother.

* * *

SEVENTH FLOOR

The staff of the bedding department extends sincere sympathy to one of their members, Mr. George Richardson, on the loss of his father, January 17.

The girls of the furniture department entertained at Miss Marion MacPhail's home on Wednesday, January 18, in honour of Miss Ellen Macdonnell (office), who left during January to begin training as a nurse at Victoria Hospital. As a parting gift from the men in the department, Ellen received a boudoir clock, presented by Miss May Farrell. From the girls she received a woollen housecoat. Loads of luck to you, Ellen, in your nursing career.

At a ripe old age of 18 years, Phyllis Smith (contract sales department) decided she was tired of being a career woman and came to the conclusion that a husband and home were the life for her. It's a beautiful diamond, Phyllis and George. The best of luck to you.

* * *

EIGHTH FLOOR

The alterations department joins in wishing two members of their staff, Miss Cecilia Stone and Miss Bertha McLean, much health and happiness upon their retirement. Hope you will have a pleasant life ahead! (See write-ups on page 23 and 24.)

The city ad staff extends congratulations to Mr. John Contant (artists) who presented Miss Frances Golebiowski (mail order ads) with a beautiful diamond on February 14.

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

A hearty welcome is extended to Edna Haberstock and Shirley Byman, who have recently joined the elevator staff. At the same time we say au revoir to Lorraine Champayne, who has left, due to her health. We hope you will be well soon, Lorraine. Our best wishes to you.

One of our girls, Irene Burnett, lost her tonsils a short time ago during a stay at the Misericordia Hospital. Glad to hear you're feeling better, Irene, and hope we'll be seeing you back with us soon!

Irene's stay must have made quite an impression on another of our girls, Mae Agolini, because she

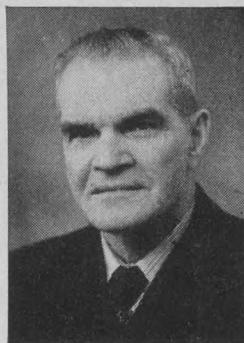
has left to take Irene's place in the hospital (maybe even her bed). Mae has decided to part with her appendix. Hope you have a speedy recovery!

Sorry to report that Joan Osborne is on the sick list and hope she'll be back soon.

Another diamond has made its appearance in the elevators. This one belongs to Verna Talbot. Our best wishes to you, Verna.

GOOD FISHING, BILL!

Presentation of a slick fishing rod and gear, plus a wallet, was made to Mr. William (Bill) Martin of the cook's staff, 1100 department, to mark his retirement on December 31, after over 30 years with Eaton's. Mr. John Laing presented the gifts on behalf of the staff.



D.A. OFFICE CHATTER

By E. Landsley

On Saturday night, February 11, the gang and their friends had a real bang-up time at the Norwood Credit Hall. "Hard Times" clothes were the order of the evening and everyone dressed accordingly. Prizes were awarded to Amy May and George Cook for their original costumes. And we would like to give a vote of thanks to Mrs. Flo Gibbs for the grand job she did with the refreshments.

Well, Cupid's at it again. We can't seem to keep him away (as if we try!). Wedding bells pealed on February 9 for Miss Zella Austin when she became the bride of Mr. Gary Hobson. Zella was presented with Revere-ware as a wedding gift from the office staff before she left. She was also honoured with a linen shower at Moore's on January 31. Lots of luck and happiness to the bride and groom!

We are glad to welcome back Mrs. Verne Peters and Miss Mary Brown after their recent illnesses.

SPEAKING OF BEING "IN THE RED" . . .

Did you know that although red-haired persons are popularly supposed to have fiery tempers, psychologists aren't convinced they're any more belligerent or irascible than the rest of us. Dentists, however, declare that redheads create more disturbance in their offices than any other type, but perhaps that's because their teeth, like their hairs, are more securely attached.

Red hair is more common in Scotland than in any other country, but the proportion of redheads in every race and locality is remarkably constant, being about three per cent of the adult population.

And last but not least, redheads are least susceptible to baldness.

"AND SO THEY WERE MARRIED"

(Continued from Page Sixteen)

packing) when she left her department to be married on February 18 to Mr. Adam Sauck at St. Vladimir and Olga Church. She will reside in Popica, Kansas.

6. MISS ELEANOR McGHEE (adjusting bureau) was presented with sheets, a tablecloth, pillowcases and a wool blanket by Mr. R. J. Clydesdale, assistant, when she left for Vancouver to marry Mr. Bill Mawson. Helen Moffatt also entertained in Eleanor's honour at a linen shower on January 26.

7. The transportation office staff gathered on January 25 to present MISS BARBARA WOOD with a wedding gift of an electric iron. Barbara became Mrs. Fred David at St. Augustin's Church on February 11. Mr. Albert Kent, head of department (left), made the presentation. Bath mat, hamper and towels were the gifts Barbara received at a shower held in her honour by Miss Margaret Drysdale.

8. MISS GWEN GRAHAM (mail order sports-wear) became Mrs. Lloyd McCorrister on February 3 at St. Paul's United Church. As a wedding gift from the department, she received a pair of blankets and kitchenware.

9. February 25 was the date MISS NELLIE MANDZUK (mail order dress goods) became the bride of Mr. Thor Hioum at Robertson Memorial Church. As a wedding gift she received a rose chenille bedspread from the department, Mr. I. Kilpatrick, assistant, making the presentation. Miss Winnie Crowston held a Susy Cooper chinaware shower in Nellie's honour.

10. Mrs. Guy Vallee was formerly MISS ELSIE LEE (mail order copying) before her marriage, January 4, at a private ceremony. She was presented with blankets, towels and china from her associates as a wedding gift. She also received a shower of kitchenware at a party held in her honour by Miss Shirley Golab.

11. MISS EDITH PERKINS (mail order cash) was married Wednesday, February 16, to Mr. Ray McDonald. As a department gift she received a pair of blankets, and many individual presents from her associates. She will live in Tantallon, Sask.

12. An iron, presented by Mr. F. J. Ottley, assistant, was the wedding gift received by MISS MARGARET CONWAY (mail order budget office) when she left to be married. She became Mrs. Ken Wardell, February 11, at Chalmers United Church. Margaret also received many individual gifts.

The two Irishmen had landed in America and taken a room in a seaside hotel. To their surprise, they were attacked by mosquitoes, an insect new to them.

They turned out the light and crawled under the sheets. Pat peeked out just as a firefly flitted in through the window.

"It's no use, Mike!" he groaned, "they've come back with lanterns looking for us;"

PIN-BOY CHATTER

(Continued from Page Thirty-Three)

Bees were only one game down. Tommy Byachek's 801 set a new record of 897, while others to shine were Cy Napier 719, 622, Jim Thorpe 604, 650, J. Leighton 669, 647, S. Olson 770, Bill Falls 639, 697, M. Torrington 613, Chris Mickoski 667, 727.

Division 7—Bob Elleker's Eurekas took their second straight series but also, by virtue of a total pin score, James Carson's Vikings got the nod for a roll-off position. Bob Shusterrope stole the show with a lovely 853 (313). Also giving fine performances were Mel Jenkins 686, 619, 663, Charlie Whitehead 685, 650, Bobb Elleker 620, 635, Dorthea Hardiman 651, Aileen Sobkow 667, and Beryl Inman 622, 602.

Division 8—with their second and last series only four weeks old, Rip Saws maintain a lead of one game over Aristocrats and Jeeps. Stars of their latest games have been George Huntington 741, 628, 631, Bernice Lutz 708, John Lemmen 694, Bob Simpson 672, 613, Forbes Grassick 618, Isobel Greenwood 614, and Florence McLellan 604.

Division 9—Also competing for second series' honours we find Harvie Way's King Pins a couple of games up on Panthers and Rubby Dubs. High scorers to date have been J. Meiklejohn 727 (307), B. Kent 680 (290), M. Douglas 596 (248), J. Bydak 650, M. Kubara 259, R. Cairns 608 (243), E. Wasylshen 673 (275), and Percy Smith 633 (249).

MR. AND MRS. FRY HONOURED

(Continued from Page Nineteen)

Responding, Mr. Fry expressed his appreciation of the honour extended to him and thanked the staff for their loyalty and co-operation. He ended with a gallant compliment to the girls of the department (which the male members heartily endorse). On her own behalf, Mrs. Fry also made a brief but gracious little speech of thanks to the staff.

As the Frys now speed southward to Florida's lovely clime, we all wish them the best of luck and happy holidaying.

* * *

A "thank you for an 'eight-column' evening" goes to the committee in charge of entertainment and arrangements: Inez Frankland, Betty Sparling, Pat O'Malley, Georgia Fooks, Ruth Murphy, Ethel Pratt, Tom Miller, Roy Sotham and Bill Hurlburt.

PORTAGE EATONIANS' PARTY

(Continued from Page Twenty-Seven)

Messages of felicitations and good wishes from Winnipeg Eatoniens were added by Messrs. Tucker, Douglass and Hurlburt. The informal part of the evening then commenced with impromptu numbers and community singing touched off by Messrs. Hodgson and Tucker while Mrs. A. McJannet was its accompanist.

Thanks for another memorable visit, Portage! It was good to meet old friends and to make new ones.

The Mail Bag



SECOND FLOOR

Miss Olive Brown (research bureau), a bride-elect of the month, left the department recently. As a parting gift she received a pair of gold all-wool blankets, with Mr. N. B. Brook, supervisor, making the presentation. Miss Brown was married at her home by the Rev. George Dyker to Mr. William Ross. Best wishes, Olive.

Packing News—*By C. Ridgedale and G. Burton*

Margaret McPherson left February 11 to be married to Vern Thomas at St. James' United Church February 18. Best of luck, Margaret. (See write-up on brides' page.)

We are sorry to hear that Jennie Olsen and Janet Desjarlais have been hospital patients lately. Hope you girls will be back with us soon.

Congratulations to Lilian Orchowski who was presented with a diamond recently by Kaz Manchur; also to Agnes Strom who received her ring from Frank Thorlakson.

We hear that Charlie Dow became a grandpop February 2. Grandson is Timothy Allan Dow. Congratulations, Charlie.

Helen Maliski left February 11 to be married to Adam Sacks at St. Vladimir and Olga Church February 18. (Picture on brides' page.)

* * *

THIRD FLOOR

Budget Plan News

A miscellaneous shower was held at the home of Lorna McLeod on February 1 in honour of Miss Joyce (Jo-Jo) Thornber. The wedding took place February 12 (see write-up on brides' page).

Miss Margaret Conway also left in February and was married February 11. A presentation of an iron was made on behalf of the staff. (See write-up on brides' page.)

Congratulations go out to Mr. and Mrs. L. J. Miette (Ruth Sweet), who are happy to announce the birth of their daughter, Valerie Ruth, on February 14.

* * *

FOURTH FLOOR

Department 39 News—*By Dot Higham*

We are glad to hear that Leona Rekrutiak, who is now convalescing from an operation, will be back with us soon.

A parting gift of a Waterman pen and pencil set was presented to Leo Clarke, who has left our department for duties in the store. The presentation was made by Mr. K. Sutherland, head of department. Best of luck for the future, Leo.

Thirty-Eight

FIFTH FLOOR

Stationery News

Our best wishes are extended to James Thom, who celebrated his quarter-century anniversary on Friday, January 27 (see write-up on page 18). Hope you will have many happy years ahead, Jim, and that your vacation this summer to the west coast will be all you planned for.

Sporting Goods News

By D. Hardiman and J. McNiven

Department 61 was glad to hear that Ronnie Ford is coming along fine and we all hope to see him back soon.

Congratulations to Jim Carson on the birth of his daughter, Dale Lee, at Grace Hospital on January 30. Dale is a seven-pound baby sister for young James Ryan. Margaret Carson was the former Margaret McCune of the fancy goods workroom.

Electrical News—*By Mina Doolan*

Jen Rowluk left the department during January and on the occasion of her departure, Mr. P. J. McRae, head of department, made a presentation to her on behalf of the staff. The girls also held a luncheon in her honour at the Homestead. The best of luck to you, Jen.

* * *

SIXTH FLOOR

Department 36 News

The sincere sympathy of the staff is extended to Mrs. Evelyn Harrison on the death of her father in Vancouver on February 14.

Congratulations to Ethel Anderson's brother, George, and Carman Conn's son, Ken, who participated so successfully in the recent bonspiel. Ken Conn is lead man on Bill McTavish's rink which established a record in the Manitoba Bonspiel. This rink played through the entire bonspiel without a defeat and won the British Consols, Birks, Eaton's and the Grand Aggregate. We shall all be pulling for the boys when they play the Dominion finals in Vancouver next month.

Mail Order Dress Goods

Miss Nellie Mandzuk was married to Mr. Thor Hoium in Robertson Memorial Church on Saturday, February 25. The happy couple are spending their honeymoon in California and will reside in Weyburn, Sask. (See write-up on brides' page.) Best wishes, Nellie.

CONTACTS

SEVENTH FLOOR

Departments 3 and 4 News—*By Muriel Fraser*

That bright light sparkling in our blousette section is a lovely diamond on the third finger, left hand of Marjorie Delf. The lucky man is Bob Henry, of Rossendale, Manitoba.

The girls of departments 3 and 4, mail, gathered at the Homestead on Friday, January 20, in honour of Mrs. Anna Varcoe, of department 4, workroom, who retired after 30 years of service. (See write-up on page 24.) Best wishes, Anna!

We all join in wishing Bill Taylor the best of luck in his new job with the radio department. Bill still joins in our weekly bowling session and is piling up some really good scores these days!

Welcome back to Nancy Moore after a prolonged illness.

Department 9 News—*By Miss L. A. Hantscharuk*

The department had a bang-up Valentine's party Saturday, February 11, when Mr. and Mrs. J. McRae graciously entertained at their home. Accordion music, played by Mr. "Toots" Henry, kept things at a lively pitch. Miss A. Ford and Mr. B. Durack were in charge of arrangements. Many thanks to Mr. and Mrs. McRae for the enjoyable evening.

Mr. M. McKenzie is convalescing from an operation. Here's to a complete recovery soon, Mac!

By M. Pariseau and J. Johnston

Gwen Graham left on February 1 to be married to Mr. Lloyd McCorrister. Our best wishes, Gwen! (See write-up on brides' page.)

Departments 10, 11 and 46 would like to extend a welcoming hand to Mr. E. Gould who joined our ranks from the city store.

* * *

EIGHTH FLOOR

Department 118 News—*By J. Baynes*

The stork, that hard-working bird, paid a visit to the Victoria Hospital, January 27, and left a baby sister, Gail Louise, for Wayne Jackson. The proud daddy is Lorne Jackson (department 118A). Our congratulations to the proud and happy parents!

We were glad to see Mary Fegal and Pat Harker back at work again after their recent illnesses, but are sorry to report both Peggy Searle and Mr. Latimer are on the sick list. We are all hoping that they will be back with us soon. The Fixers miss you, too, Mr. Latimer, on the bowling team.

Mail Order Ad News—*By Mary Ewing*

Best wishes to Fran Golebiowski, who came in with a lovely sparkler recently. The lucky man is John Contant, city ads.

Department 116 News—*By D. Hunt*

Congratulations and best wishes are in order for Myrtle Scott, who celebrated her 30 years with the Company on February 16.

Our deepest sympathy is extended to Mary Galsky on the sudden passing of her mother; also to Cynthia Pope on the death of her father.

Department 161 News

By M. Jenkins and W. Hamilton

We are sorry to report that Beth Jamieson broke her ankle while playing hockey. Hope you'll be up and about soon, Beth!

Best wishes to Edith Perkins, who left the department on February 11 to become the bride of Ray McDonald. (See picture on brides' page.) Best wishes to you both in your new home in Tantallon, Sask.

* * *

NINTH FLOOR

Departments 22-24 News—*By H. Fotheringham*

We are very sorry to report another member of the staff on the sick list. Miss Zell Fisher is in Grace Hospital at time of writing, recovering from an appendix operation. We are all pulling for your speedy recovery, Zell, and looking forward to seeing you back on your feet again!

We have news of the wonderful recovery Miss Mabel Stephenson is making in the lengthy fight she has had with rheumatic fever. Stephie's many friends throughout the Company will welcome this news! We are looking forward to having her back in our midst again.

Departments 15 and 17 News

By J. Farr and N. Robson

Mr. R. Robertson, head of department, led his gay musketeers (the staff) to a grand party at the West Kildonan Curling Club on January 6. During the evening the crowd enjoyed Scotch quadrilles, old-time and modern dancing. (Watch Bob Robertson's feet and match 'em for speed, if you can.)

Eats! There was everything you could ask for. This, coupled with all manner of fun and amusement, resulted in a wonderful evening for all.

* * *

Men's Furnishings Hold Bowling Tournament

By W. Quayle

The annual bowling tournament for the Bob Eaton trophy, held by our teams from department W28, took place on Saturday afternoon, February 11, at the Saratoga alleys. The game got off to a good start with Mr. W. Quayle making the first strike.

For the second consecutive year, the Drop Seats, under the able direction of Johnny Lemmen, won the trophy. The Drop Seats came through in a pinch, closely followed by the Garter Girls and the Brevets.

Refreshments were served after the game at the Blackstone, when the cup and other prizes were presented by Mr. J. R. Orr, assistant.

High ladies' prize was captured by Miss N. Freeman and high men's by Mr. J. Lemmen. Mr. Fred Winters was also showing off a prize he won—we are not quite sure what for—smart pair of red brevets with black lace trimming.

It was a grand afternoon for everyone, and may we add a word of thanks to all those who helped to make it a success.

Those who bring sunshine into the lives of others cannot keep it from themselves. —Barrie

CONTACTS

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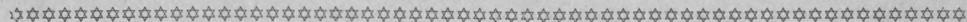
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Vol. 25

MARCH, 1950

No. 2

Editor: W. E. C. HURLBURT
City Advertising



MAIL ORDER FURNITURE NEWS

By Anne Surbey

Our best wishes to Mr. F. Darnell, who retired recently. (See write-up in February issue of Contacts.) On the evening of his retirement from the Company, Fred was the guest of honour at a dinner and dance at Moore's Restaurant. Congratulatory messages were received, and good health and best wishes were extended by Mr. A. C. McFetridge, Mr. J. R. Scott, Mr. R. J. Brown, Mr. S. McNeil, Mr. E. Hammond and Mr. G. A. Fordyce. (How is the dishwashing project, Fred?)

The department felt the loss of a long-standing employee and friend in the passing of Mr. Albert (Bert) Jarvis on January 28.

We welcome back Dick Wright after his recent illness.

* * *

WAREHOUSE SHIPPING

Have you heard the good news? Jimmy King was passing around the cigars to the fellows on the morning of January 23. He became a proud papa on January 22 of a baby girl. Her name is Robyn Eleanor Jane and her mother is the former Del Williams from department 122. Congratulations, Jim!

* * *

Relief On Schedule

The following notation made on a scrap of paper with ball-point pen was picked up on the floor of the mail order lunchroom and passed on to Contacts:

"Left department at 2:10—arrived in washroom 2:15 and in lunchroom at 2:18. I am now having a smoke and coffee. Lelia is fooling around with a coke and some ice cream in a glass (oh, my). It is now 2:20 and I have just half finished my coffee and smoke. Lelia has finished her drinking but I am still puffing on my cig and trying to make my coffee last a little longer. Oh gee, it is now 2:25. How the time flies. I hope there is an elevator waiting for us. It is now 2:27 and no elevator. We are now back in the department and the time is 2:30. Not bad, eh?"

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INSERTS FROM THE PRINTING PLANT

By B. Goulet

We are missing some familiar faces around the department. Ada Bannister, Oscar Thomas and Eddie Leveque have decided to call it a day. Best wishes to you in your retirement!

We're sorry to hear that Tommy Griffiths injured his shoulder. Hope you'll be well soon, Tom.

Sam Shinewald is on sick leave. Our best wishes for a speedy recovery to you.

Forty

MASQUERS ON THE MOVE

By June de Gagne (117)

You, too, can be on the stage—if you're not careful!

Yes, the Eaton Masquers Dramatic Society is on the move again and we're really acting up. Why not join the Masquers and, as they say in the navy, see the world (including St. Boniface, Elmwood and Norwood), of course, expenses paid there and back.

If you would like to get into the act, just get in touch with yours truly, who is on the membership committee, and we shall see—who shall we see? Hope we'll be hearing from you.

* * *

Take a Bow, Miss Stevenson!

In a letter to Miss S. Stevenson (fruit department), a representative of the Canadian Legion pays her this tribute:

"On behalf of the Officers and Members of the Winnipeg and District Council Joint Hospital Committee, I would like to express their very sincere thanks to you for the lovely boxes of fruit put up for us at Christmas time."

"I would like to mention we received some very nice letters from our ex-service boys and girls in hospital praising the nice fruit arrangements."

FOR SAFETY'S SAKE

On the northern outskirts of Berea, Kentucky, a large sign points up a good safety message:

"DRIVE CAREFULLY — MANY LEADING CITIZENS OF TOMORROW ARE PLAYING IN THE STREETS TODAY!"

In Memoriam

GEORGE BEWICK

The passing of George Bewick (basement store) on Saturday, February 11, is mourned by a wide circle of Winnipeg Eatonians. George, who was only 38 years of age, had a great capacity for friendship. As one close friend and associate expressed it: "Time meant nothing to George as long as he was doing something for somebody . . . he loved life and he loved people. Indeed, his many acts of kindness will never be known."

Winnipeg-born George Bewick joined the Company as a parceller on May 23, 1927. In 1934 he transferred to the basement store where he was employed until his last illness. George was especially fond of curling and will be greatly missed by the painters' and carpenters' group with whom he curled for several years.

He leaves a widow (the former Ann Forbes, basement store) and three daughters, Brenda, Diane and Sharon, aged nine, five and three years; his father, Alexander Bewick (retired), formerly china stock room; a brother, Jim, with the men's furnishings; another brother, John, and a sister, Gloria, of Winnipeg, and an uncle, John Bewick, with the men's furnishings, mail order. To them go our deepest sympathy.



ALBERT JARVIS

After a long illness, Albert Jarvis, a member of the mail order bedding department, Alexander warehouse, passed away on January 28. He was 61.

Born in England, Bert, as he was generally known, first joined the Company over 30 years ago. He later broke his service but returned to Eaton's some years ago. Bert was exceptionally capable and conscientious in his duties and will be greatly missed by his fellow workers. While a bachelor of quiet taste, he enjoyed hunting and outdoor sports. To his sisters in England and cousin in Winnipeg go our sincere sympathy.

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**Sincere sympathy is extended to the following Eatonians whose life
has been recently saddened by the loss of someone
near and dear to them:**

In the Loss of a Mother

MISS M. DAVIS (1100 department)
MRS. G. KELLY (1100 department)
MR. F. BROWATY (furniture packing)
MISS D. ROSS (paints)
MISS M. ROSS (contracts)
MR. W. BOYD (children's shoes)
MISS I. LIVINGSTONE (1100 department)
MR. R. EBBITT (transportation)
MISS M. GALSKY (mail order copying)

In the Loss of His Step-Mother

MR. G. BOYD (general office)

In the Loss of a Sister

MRS. M. McIVER (juvenile wear)
MR. J. PATTERSON (mail order gloves)
MR. S. PATTERSON (drapery workroom)

In the Loss of a Father

MR. G. RICHARDSON (supervisor, beds)
MRS. V. FREND (ready-to-wear, basement store)
MR. L. MARTIN (basement store)
MISS M. GALLAHER (mail order jewellery)
MISS D. PATTERSON (1100 department)
MR. D. McINNIS (construction)

In the Loss of a Brother

MRS. S. HEISLER (electricals)
MR. J. BEWICK (men's furnishings)

In the Loss of His Wife

MR. G. ANDREWS (draperies)

In the Loss of Her Husband

MRS. M. DOYLE (shirt factory)

EATON'S Spring Dance

Note These Thrilling QUIZ PRIZES!

Man's Spring Wardrobe

Woman's Spring Wardrobe

Vacuum Cleaner

Man's Gladstone Bag Woman's Twin Cases

Mantel Radio Man's Watch

Woman's Watch

8-Piece Set of Dishes Pair of Blankets

Torchiere Lamp

* * *

4 Seat Prizes at \$5.00

2 Spot Dances at \$10.00

Tickets, 75c each

Available in Your Department Office Only

No Tickets Sold at Auditorium

CIVIC
AUDITORIUM
WEDNESDAY
APRIL 12

CHARLIE
CRUICKSHANK'S
18-PIECE
BAND

THE T. EATON CO. LIMITED
WINNIPEG CANADA